



October 2003

A Better View

New Product Release OCTOBER 2003

Bi-O-Kleen announces the newest innovation in natural cleaning products with their **Soy Blends®** line. The first of many products to come, **Soy Cream Cleaner**, contains natural Soy Bean Oil Extract, scientifically known as Methyl Soyate. Soybeans, known for their many health benefits in the food, health, and beauty industry, are now being recognized for their **exceptional cleaning properties**, and **environmental safety**. And with Grapefruit Seed Extract, **Soy Cream Cleaner** is the perfect product for kitchen's and bathroom's.

- ◆ Natural Volcanic Perlite Cleans, Shines & Protects without Scratching
- ◆ Non Ozone Depleting
- ◆ Non Polluting: Air, Water, Soil, Animals, Humans
- ◆ 100% Biodegradable
- ◆ Renewable Resource



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Jim Rimer, Bi-O-Kleen Founder, Continues His Mission

For those of you have not heard the remarkable story, or as some may call it, MISSION, of Jim Rimer, I think the following will enlighten and even inspire.

Jim Rimer is the leader behind the remarkable story of how Bi-O-Kleen came to be. Working unbelievable long hours, nights, and even weekends, to see his dream come to be was only the beginning of his long journey.

Story Continues on Page 2

Upcoming Issues:

- *Jim Rimer goes to D.C.*
- *Letter's from our customers*
- *New Product Reviews*
- *Update on new manufacturing facility*
- *Bi-O-Kleen's Carpet Cleaning Products*

Jim's Mission Continued

Jim Rimer's story began long before Bi-O-Kleen came to be, when for more than a decade he trained thousand of industrial workers, from engineers, to hotel housekeepers, and restaurant chefs, how to use the industrial cleaning chemicals he distributed. While he knew what worked and why, he also knew what the product cost, not just in dollars, but more important, in health and environmental impacts.



"The process has been slow but rewarding," Rimer states, "I felt as long as I stayed true to myself, and continued to help educate and produce working solutions, business would succeed."

Complaints of health problems, some serious, were not uncommon at the trainings he attended. "People talked of headaches, rashes, and a variety of other illnesses, which I began to suspect were being produced by reactions to the caustic ingredients used in almost everything we were selling."

Jim not only took notice, but lobbied his employer to try and find safer alternatives, and conduct safe handling classes. This ultimately cost him his job.

Jim decided it was time to take matters into his own hands, and with the help from industry and

university chemists, and other experts, Rimer began to develop his own product line, Bi-O-Kleen. "The process has been slow but rewarding" Rimer states. "I felt as long as I stayed true to myself, and continued to help educate and produce working solutions, business would succeed."

Unlike many of the natural cleaning companies, Jim formulates all Bi-O-Kleen products, putting the truth into the term natural. With the goal being ethicality, Jim refuses to include any ingredients that result in harmful by-products, environmental pollution, or health problems in humans or animals. Consequently, all Bi-O-Kleen products are of top quality!

Jim continues this philosophy. After 13 years of hard work, dedication, and persistence, his mission to offer consumers and industries environmentally safe products that are non-toxic and biodegradable, continues to live on and grow.

TESTIMONIAL of the Month

Dear Bi-O-Kleen:

Just a quick note to tell you that the Bac-Out is a truly amazing product!

I have lived with pet stains on my carpet for a couple of years. I have tried everything imaginable; from stain removers to professional carpet cleaning machines and still I couldn't get rid of them. One application of Bac-Out and the stains are gone! No Kidding! I'm a believer.

Wendy
Carversville, PA

Bi-O-Kleen Partners with CHEC

This summer Bi-O-Kleen partnered with CHEC (Children's Health Environmental Coalition), to help increase public awareness of children's environmental health, and to promote new CHEC memberships. During the campaign, Bi-O-Kleen matched a 10% donations for all new memberships.

Kelly Preston, spokesperson for CHEC, was personally effected

when her son was diagnosed with Kawasaki Disease, thought to be caused by toxic chemicals used in carpet cleaning products. Kelly, along with many other celebrity voices, are working hard to help educate the public, focusing on mother's and new parents. CHEC is a perfect match for Bi-O-Kleen, and we have been honored to help support CHEC and their mission Together we can help educate, and offer healthy, safe alternatives!.

We will be posting the amount of new CHEC memberships, and donation matches from Bi-O-Kleen in our next newsletter.



CHEC is a national non-profit organization dedicated to educating the public, specifically parents and caregivers, about environmental toxins that affect children's health.