

SONITRON® AUSTRALASIA PTY LTD  
18 NOBLE AVENUE NORTHGATE 4013

PH: (07) 3266 9966  
Fax: (07) 3266 1133  
e-mail: [sonitron@sonitron.com.au](mailto:sonitron@sonitron.com.au)

[www.sonitron.com.au](http://www.sonitron.com.au)

# SONITRON® BRIEFS

OCTOBER 2007



**CHARIOT RIDE ON  
ENCAPSULATION MACHINES**



**MOTOR SCRUBBER for STAIRS ETC.**



**VOLKAFOAM  
Foam Sprayers**



## SONITRON® FOR ALL OF YOUR ENCAPSULATION NEEDS



**ZENITH ENCAP  
SHAMPOO**



**ZENITH ENCAP  
SPOT & STAIN  
REMOVER**



**ZENITH PLUS  
ENCAP SHAMPOO  
with  
Flurochemical**

**VERSAMATIC  
VACUUMS →**

**CLEANING COMPOUNDS—EQUIPMENT—TRAINING  
COMPETENT ADVISORY SERVICE**



**ORBIS DUO**



**CIMEX 38cm  
and 48 cm →**



**iRENEW MINI**

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The following pages provide extra information on the encapsulation process and encapsulation products. Contact us if you need further information on any aspect.

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## ENCAPSULATION CHEMICALS

Just as we have done with our comprehensive range of chemicals for hot water soil extraction, we are steadily expanding our range of encapsulation chemicals to cater for different preferences or use with different types of machinery.

### ZENITH ENCAPSULATING CARPET SHAMPOO

This versatile product is suitable for use in all types of encapsulation machinery. Its normal dilution is one part of Zenith in 30 of water. Zenith is very suitable for the thorough scrub associated with the traditional shampoo process, and it can deal effectively with quite dirty carpets. It is low in pH and is compatible with all commonly used fibres.

Prices are: *\$48.50 for 5lt, \$119.90 for 15lt, \$158.00 for 20lt, and \$1346.00 for 200lt. Plus gst (fully tax refundable).* Cost for chemical is around 5 cents per square metre so it is very economical to use.



### ZENITH PLUS

This product has all the features of the standard Zenith with the addition of fluorocarbon protectant to give a substantial reduction in future soiling. It provides cleaning, and protection in the one operation. Recommended dilution is one part of Zenith Plus in 32 of water. Prices are: *\$81.70 for 5lt, \$237.00 for 15lt, \$295.00 for 20lt plus gst.*



### ZENITH ENCAP SPOT and STAIN REMOVER

This safe, water based spotter is ideal for resale to customers to maintain recently cleaned carpet, or for use by professionals. It is a powerful multi-purpose spotter, better than many solvent based products classified as hazardous. It will for example, remove ballpoint ink *This product comes in various sizes, a 500ml spray pack available in cartons of 12 for \$98.00 plus gst. If we receive pre-payment for cartons of Spray Pack this is available freight free Australia wide with a sliding scale for multiple cartons. \$31.26 for 5lt, \$93.78 for 20lt plus gst.*



### RELEASE with ENCAP

This product has a relatively high content of safe solvent and is used at a fairly short dilution (average one part of Release with 6 of water) to give the fastest possible dry for contractors using the pad or bonnet system. It will effectively encapsulate residual soil and this is a bonus for the dry cleaning process. *\$36.21 for 5lt, \$79.36 for 15lt, \$104.41 for 20lt plus gst.* Release with Encap is the product of choice for Bonnet Cleaners.



.../over

## CUSTOMER SATISFACTION

Most people find that the results from encapsulation exceed their expectations. When encapsulation and extraction are performed side by side on the same carpet, the section cleaned by encapsulation frequently has a superior appearance. One interesting result is that carpets cleaned with ZENITH often continue to improve in appearance for several days after the cleaning process is completed.

## THE BASIC PROCESS

The Oxford Dictionary description of the word encapsulate is to enclose in a capsule. This is exactly what happens in the carpet cleaning process. The encapsulation chemical is worked into the carpet with a mechanical action, and the soil is enclosed in a crystal which is easily removed by vacuuming.

The development of these polymers and their introduction to the market place is very timely in today's world. You may ask why this is so?

*Water – The world is running out of water. It has become a very precious commodity, and we even see States of Australia arguing over it. For instance the Murray River seems to have become the property of the States rather than of Australia. All around Australia in the world as it is today, we see problems with water supply. Encapsulation uses less water than some other carpet cleaning methods, so most definitely has to be considered as an alternative.*

*Labour cost – this is very important especially to cleaners who employ staff. We are finding that in public areas a job which took 14 hours to do is now being done in 7. A whole shift has been saved.*

*Carbon Credits - these will not affect the average self employed carpet cleaner but to big companies or instrumentalities who clean in house this will be a bigger and bigger thing. The Encap process allows for areas to be cleaned during daylight hours. The process is a fairly dry process and does not cause as much disruption with carpets being wet. With work being done in 7 instead of 14 hours there will be less electricity used. This will build up carbon credits. Emissions used in the cleaning of carpets will be halved. This will be very important in big public areas, where carpets have to be kept clean, such as entertainment centres, airports, hospitals etc.*

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**Equipment** – the equipment used is relatively economical to purchase. It is very easy to handle, and is reliable. Machinery used for encapsulation cleaning includes machines with a rotary brush system like the multi-purpose Truvox Duo (200rpm/400rpm) machine fitted with a tank to hold the encapsulation chemical being applied to the carpet. Also in this range would be the Cimex, the machine of choice for many carpet cleaners. Then we have battery operated machines suitable for big areas. This type of machine is very popular for areas such as hospitals, airports, major entertainment centres etc. The Windsor Chariot is a good example. These machines are normally used together with high performance dry vacuum machines of similar size and capacity.



Nu-Wave Wide area Vac →



**How do we see the future of Encapsulation?** We certainly see the process being here to stay. It is a system which fits in easily with the global conditions that are a part of today's world. It is easy on water usage, takes into account carbon emissions, as well as keeping the environment clean.

**Chemically:** the basic nature of the formulated chemicals may not change. However as new polymers and other chemical raw materials are researched and developed, formulated products will be upgraded.

**Equipment:** a lot of machinery manufacturers such as Windsor Industries are increasing their range of machines which will be able to be used with the encapsulation process. At present they are working on this project. For instance their i-Renew mini range is expected to be released to the Australian market in September or October.

If you would like to find out more about encapsulation, Sonitron<sup>®</sup> is here to help. Our products Zenith and Zenith *Plus* with Protection, Zenith Encap Spotter and Release with Encap offer the cleaners of Australia locally made products of the highest possible standard, which are safe to use and not classified as hazardous or dangerous goods. We also have the full range of equipment you will need to do the job.

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