

Salt Air vs. Your Facility: How to Protect Your Floors (and Your Budget)



Did you know that **Concept "915"** is more than an Award-Winning Ice Melt Remover? It is the go-to solution for protecting your coastal facility from corrosive salty sea air.

If you operate a business near the coast, you already know the salt air isn't just part of the charm—it's also a relentless threat to your building.

You can probably see it outside: salt crusting on railings, corroding metal, and etching windows. A good power wash and some fresh paint usually take care of the exterior. But inside your facility? That's where the real damage often goes unnoticed—until it's too late.

Let's talk about your floors. Whether you have elegant hardwood, durable laminates, plush carpet, or shiny tile, salt-laden air and the moisture it attracts can wreak havoc. Over time, salt dulls finishes, warps wood planks, blisters protective coatings, and eats away at grout. Carpets are no safer—moisture-bearing salt can sink deep into fibers, where it fuels mold and mildew.

You might not even realize the salt is there. Standard mopping and vacuuming can remove surface debris but often just redistributes salt across your floors. Every time the humidity rises, that salt attracts fresh moisture, starting the cycle all over again.

So, what can you do?

That's where **Concept "915"** comes in.

Applied with a simple damp mop, **Concept "915"** forms a molecular bond with salt ions. Instead of letting the salt settle back onto the floor, it keeps the salt ions in solution, so you can remove them completely. When used in water-extraction carpet cleaning machines, it does the same thing—lifting salt right out of carpet fibers and carrying it safely away.

And here's the best part: without that hidden salt load, your carpets dry faster, and last longer.

For just 25 cents a gallon in your mop bucket or auto-scrubber,

Concept "915" helps protect your facility—and your bottom line—by reducing or eliminating:

1. Frequent refinishing or floor replacement
2. Expensive carpet changes
3. Increased cleaning labor and materials
4. Lost business from spaces that look neglected

Think of it as a little insurance policy for your floors, saving you time, money, and reputation.

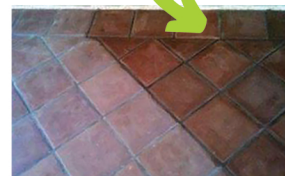
Because when you run a business in a coastal community, salt air comes with the territory. But damage to your facility doesn't have to.

Fun Fact: So, why is it called **Concept "915"**? It was 1987 and Stearns Packaging's sales manager was tasked with naming the new miracle ice-melt salt residue remover. The deadline for launching the product was approaching fast and the evening hours were growing late. Looking up, our hero noticed that the clock said 9:15 pm. A concept was born; **Concept "915"**



Concept "915"

BEFORE AFTER



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