

**PROFESSIONAL**  
**RECONDITIONING PRODUCTS**

**ardex**

# PF RUSH

Category: Cleaner

**Description:** One of our most popular general purpose cleaners, Purple Rush, now enhanced for environmental benefits. This a Phosphate Free version. All the great cleaning features of Purple Rush have been kept intact.

**Directions:** Dilute 1:1 for heavy grease cutting or 10:1 for lighter dirt cleaning needs.

**Features:** Fast acting and minimum agitation needed to get the results you want.

**Target Customer:** New Car Dealers, Used Car Dealers, Detail Centers, Car Washes, Body Shops, Auctions, and Fleets

**Selling technique:** compare this to anyone else general purpose cleaner. Dollar for dollar you will see this is as good or better than the competitors version. When comparing, never compare on two different vehicles. Products can only be compared when applied on 1/2 of the surface vs. the other half.