



## **PRESS RELEASE**

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### **Kaivac Launches New Web Site**

Hamilton, Ohio – June 16, 2009 - After nearly a year of planning and collaboration, Kaivac, Inc., developers of the No-Touch Cleaning® system, has launched a completely redesigned and enhanced Web site.

With a strikingly new, fresh appearance and format, the site was designed and developed by Paul Rathey of Silicon Mask Media + Design.

Rathey is becoming well-known in the janitor industry. His company has developed other janitor-related Web sites, such as KaiScience™, which is now part of the Cleaning Industry Research Institute (CIRI), as well as the Web site for the International Executive Housekeeping Association (I.E.H.A.).

The site actually went live quietly a couple of weeks ago while it was being beta tested.

No announcement was made at that time, although visitors to such social media sites as Facebook, LinkedIn, Twitter, and others saw notices asking them to visit the new site and provide feedback.

“This is our fourth Web site,” says Matt Morrison, Kaivac’s communication manager. “In many ways, each has been a work in progress because we have learned from each one and made improvements.”

Morrison says that instead of planning the site based on what his company wanted to present online, working with Rathey, they changed their perspective and placed greater emphasis on what a visitor to the site might be most interested in finding.

With this perspective in mind, new sections were added to this site. Some of these new sections include:

- How We Can Help
- Savings Guide
- Hygienic Green Cleaning
- A greatly expanded Knowledge Base, which includes White Papers, case studies, and other information about the Kaivac system.

“These new sections not only enhance navigation, but help answer [visitors’] questions,” adds Morrison. “We don’t want our visitors to search for answers to their questions; we want them to be able to find answers quickly and understand how

our products can help them keep their facilities cleaner and healthier.”

The new site may be viewed by visiting [www.kaivac.com](http://www.kaivac.com).

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Photos:

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The President of Kaivac, Robert Robinson Sr., who has been in the jansan industry for more than a decade is available to discuss jansan industry issues and trends. He may be reached by calling: 800-287-1136

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### **About Kaivac**

Headquartered in Hamilton, OH, and the originator of No-Touch Cleaning™ system, Kaivac, Inc., manufactures a full line of No-Touch cleaning products aimed at making cleaning processes safer for people and the environment while preserving quality and cost efficiency. For more information on the company and its products, call 1-800-287-1136 or visit [www.kaivac.com](http://www.kaivac.com).