



U.S. Products conducts interior car cleaning poll

3/17/2010 10:35:03 AM

COEUR D' ALENE, ID — U.S. Products, a company based here that offers professional carpet, floor and restoration cleaning products, had a poll conducted which asked: When cleaning/detailing the inside of a customer's car, which is the most common problem you encounter?, a press release said.

The March 16 press release said the poll, conducted by AltruraSolutions Communications, was admittedly informal and unscientific, and about 60 people answered. poll has returned rather revealing, if not unexpected, results for some in the professional auto care industry.

According to the poll, half of those surveyed said soiled carpets and upholstery were the most common problems and only 8 percent said odors were their biggest issue. Thirty-one percent said removing spots on carpets were their second biggest challenge.

Charlie Marinella, head of the U.S. Products auto care division, said in the press release that many detailers find that customers are more concerned with their car's interior than the exterior. "Because of this, I can see why soiled carpets and upholstery came in first (in the recent poll)."

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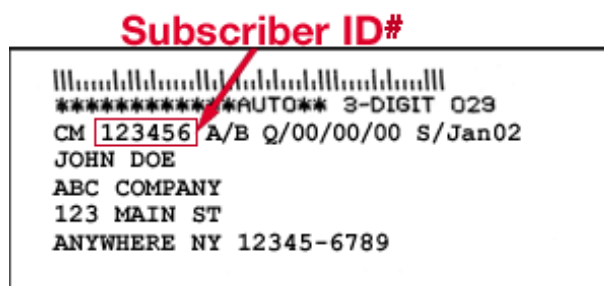
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