

Americans Clean Treasures But Don't Treasure Cleaning

Free Brochure Offers New Tips On Wiping The Slate Clean Quickly And Easily

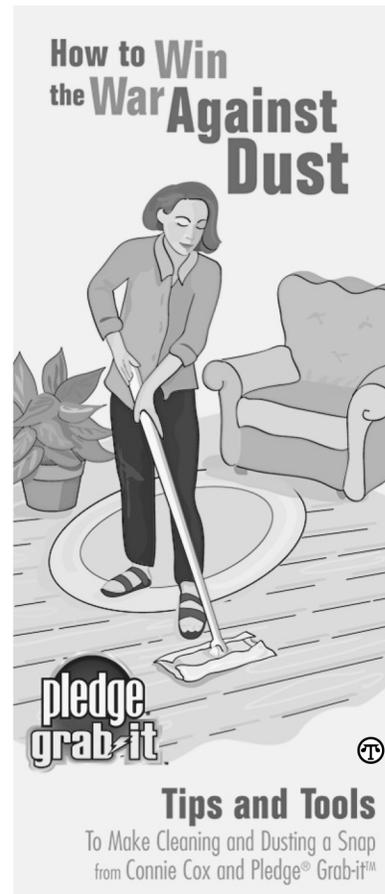
(NAPS)—Americans may have spruced up for the holidays in a little more than a day's worth of work, but keeping a home clean and dust-free can be a year-long battle.

According to a recent survey, nearly three-fourths of Americans (70 percent) prepared for the holidays by cleaning and dusting their homes thoroughly. And it's no wonder the survey found Americans spent more than 10 hours—that's one full work day—preparing their homes for the season, when 65 percent of respondents value their homes as treasures.

It's a good thing they did all that cleaning, according to scientist and dust expert Becky Harman, but it doesn't mean their dusting days are over. "The average home accumulates 40 pounds of dust per year." She recommends using a Pledge Grab-it to get rid of any dust-bunnies or pet hair that could contribute to the year's build-up. "Simply use Pledge Grab-it on your floors, electronics or to dust off special pieces then throw away the cloth, along with the dirt, dust and hair, when you're finished."

Consumers can find useful strategies for mobilizing the family troops to protect their household treasures from dust in a new brochure from Pledge® Grab-it™. Call 1-877-9-GRAB-IT for a free copy of the informative brochure, entitled "How to Win the War Against Dust."

The Pledge® Grab-it™, a versatile and electrostatic cloth, *attracts* dust, dirt and hair like a magnet and *traps* them in its patented web of fibers. The dry, disposable cloths won't leave a residue and can be used on virtually all hard surfaces—from elec-



tronics and furniture to floors, ceiling fans, mini-blinds and even the car's dashboard—as well as delicate items like frames and knick knacks. Unlike dry dusting and feather dusting which only scatters dust, Pledge® Grab-it™ attracts and traps it. Simply wipe any cloth, along with the dust, dirt and hair.

Pledge® Grab-it™ products are available nationwide in the household cleaning section of supermarkets, drug stores and mass merchandisers.