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“Hull & Fiberglass Cleaner” Becomes “Fiberglass Cleaner”

Bio-Kleen Simplifies Name of Popular Marine/RV Cleaning Product

Kalamazoo, MI – Bio-Kleen, manufacturer of green cleaning products, has changed, or simplified rather, the name of one of its popular products within the marine and RV industries. The “*Bio-Kleen Hull & Fiberglass Cleaner*”, sometimes known as “*Bio-Kleen Hull Cleaner*,” is now simply called “*Bio-Kleen Fiberglass Cleaner*.” No changes have been made to the formulation of the product.

So why the change? Well, a few reasons actually:

1. **Marine or RV? Well, both** – [Bio-Kleen Fiberglass Cleaner](#) is very popular in the marine industry and used to remove scum lines, algae, scale, water mineral build up, chalking and light oxidation from boat hulls. Within the RV industry it’s used as an exterior cleaner: removing yellowing, chalking, and light oxidation from the exterior of an RV, typically a fiberglass surface. Calling it “Hull Cleaner” limits it’s usability in the RV industry while “Fiberglass Cleaner” works well for both industries.
2. **More than just a hull cleaner** – Bio-Kleen Fiberglass Cleaner is used mainly on fiberglass surfaces but also metals including: anodes, props, outdrives and aluminum boat hulls. It can also be used on RV or trailer tires to remove brake dust and build up and to clean bathrooms, showers and toilets in an RV or boat. Sure “Fiberglass Cleaner” doesn’t explain it all but it can now be known as more of an exterior cleaner within the marine and RV industries.
3. **Confusion with other hull cleaners** – As Bio-Kleen has continued to grow and expand our product lines to include more specialized products confusion between products can sometimes occur. One of our newer products, the [Bio-Kleen Hull Kleen](#), was designed as a commercial strength, one step, brush on, spray off hull cleaner that is a safer alternative to harsh acids and chemicals commonly used in the marine industry. This has been confusing for some customers and the new name change will help eliminate that confusion.



Bio-Kleen Products, Inc. is American made, biodegradable cleaning products since 1987: guaranteed to outperform leading brands and help maintain a clean, healthy and sustainable lifestyle. Bio-Kleen manufactures a complete line of [boat cleaning products](#) for cleaning, detailing and protection for the entire boat, trailer and accessories. Bio-Kleen tours the country with their own “Bio-Kleen Boat,” a 35’ Café Racer Cigarette which is used in pokerruns and Make A Wish® charity events throughout the year. In addition to marine cleaners, Bio-Kleen makes environmentally friendly cleaning products for the RV, snowmobile, motorcycle, household, automotive, and commercial industries; allowing them to service just about any kind of application you may have. For more information visit Bio-Kleen’s website at www.biokleen.com.

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