

WEIMAN PRODUCTS, LLC

June 28, 2010

TO: Our Valued Dealer Members

FR: Ed Duffy, VP, Weiman

RE: **BURNISHINE® NAME CHANGE**

In order to support growth of our detergents and disinfectants in healthcare and other commercial markets, the Burnishine® brand name will be changing to Weiman®.



Weiman Products, LLC is the parent company of Burnishine® Products and a well known manufacturer of high quality consumer specialty cleaning products with leading shares in several segments. This change will allow our healthcare cleaning products to benefit from the rich heritage and strong reputation that the Weiman® brand has developed in the consumer market.

Details of the brand name changes are as follows:

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- There are no changes to formulas. This is a graphics, labeling change only. The same high quality detergent and disinfectant products will ship under the Weiman® brand.
- There are no changes to item numbers. You can continue to order the same item codes.
- The change will begin August 15. On this day we will stop producing Burnishine® labels and begin producing Weiman® labels for all items.
- Name change hang tags or stickers will be attached to Weiman® containers for 6 months from the time of the first shipment. The tag will call out the change to end users to avoid confusion at the point of use. The call-out will look like the following:



- The Weiman® product line consists of the following items. The item numbers and formulas are identical to the former Burnishine® items.
 - EBL1 ENZYCLEAN® Protease Enzyme Low Suds, 1G
 - EBL5 ENZYCLEAN® Protease Enzyme Low Suds, 5G
 - EBL2.5C ENZYCLEAN® Protease Enzyme Super Concentrate, 2.5G
 - B9 ENZYCLEAN® II Dual Enzyme, 1G
 - Z6 ENZYCLEAN® II LS Dual Enzyme Low Suds, 1G
 - ENF5 ENZYCLEAN® II NS Dual Enzyme No Suds, 5G
 - 128EME ENZYCLEAN® 1V Multiple Enzyme, 1G

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- B2 High Suds Neutral Detergent, 1G
- B3 High Suds Neutral Powder, 5Lb
- B1 Low Suds Neutral, 1G
- B6 Low Suds Neutral, 5G
- B7 Low Suds Neutral, 15G
- DM2.5C Low Suds Neutral Super Concentrate, 2.5G
- TLO1 LUBRICLEAN® Low Suds Detergent and Lubricant, 1G
- AW1B Alka-Wash Alkaline, 1G
- AW5B Alka-Wash Alkaline, 5G
- AW30B Alka-Wash Alkaline, 30G
- AWH2.5C Alka-Wash Alkaline Super Concentrate, 2.5G
- KA5B Krystal Kleer Alkaline, 5G
- CA5B Neutralizer Rinse, 5G
- BR1 Spot Free Rinse Aid, 5G
- T2 Instrument Lubricant, 1G
- T25 Instrument Lubricant, 5G
- T215 Instrument Lubricant, 15G
- SP2.5C Instrument Lubricant Super Concentrate, 2.5G
- S5N Germicidal Solution, 1G
- S5NQ Germicidal Solution, 1Q
- BC32G Cuts-It® Gel Instrument Pre-Soak, 1Q
- R6 Adhesive Remover, 16oz
- T5 Cool Soak Stain and Rust Remover, 1G

In addition to the brand name change, a new website has been created to support the Weiman® line of healthcare solutions. Go to [.weimanhealthcare.com](http://weimanhealthcare.com) for full information on Weiman® products and services.

With the change to the Weiman® brand we are introducing new graphics with key color differentiation to make item identification easier for the end user. We are very pleased with the look of our new line.



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Please alert your Burnishine® customers to the brand name change so that they are aware of the new Weiman® labels prior to shipment. We look forward to your continued support and to sales growth as we move forward with this exciting change.

Best Regards,

Ed Duffy

Ed Duffy
Vice President
Weiman Products, LLC