

# Making the Luxury Kitchen Last

- Scotch-Brite Introduces New Kitchen Surface Cleaners

to Tackle Fingerprints, Smudges and Cooked-On Messes -

Luxury kitchens are on the rise, but homeowners are quickly finding out that the chic look brings cleaning challenges. For trendy stainless steel appliances and sleek flat cook tops, Scotch-Brite brand introduces a “gourmet” line of kitchen surface cleaners designed to tackle fingerprints, smudges and burnt-on messes.

3M is launching the new Scotch-Brite Stainless Steel Cleaner and the new Scotch-Brite Cook Top Cleaner. Each product has an ergonomically designed handle and pre-moistened pads specially formulated for cleaning these specific appliance surfaces and delivering a streak-free shine.

“Consumers are frustrated with existing sprays and wipes because after they clean, there are still streaks left behind,” said Tom Herbrand, Scotch-Brite brand manager, 3M. “It’s really difficult to get a streak-free shine with a wipe because your hand delivers an uneven surface, which is why our new handle is essential.”

According to the *HomeTrend Forecast’s* most recent appliance report, half of its panel of home influencers have replaced their kitchen appliances with stainless steel and those who are planning a kitchen renovation in the future are planning to buy stainless steel.

Stainless steel offers a sleek, modern look that makes the kitchen functional and fashionable. However, it is prone to smudges and fingerprints despite the best cleaning efforts. The new Scotch-Brite Stainless Steel Cleaner is specially formulated to remove smudges and leave behind an even, shiny finish that provides resistance against future fingerprints.

For the growing flat cook top trend, Scotch-Brite has created a pad that is tough enough to remove troublesome cooked-on stains from boiled-over pasta water to gooey gravy without scratching delicate surfaces.

In a sea of messy creams and weak wipes, the new Scotch-Brite Cook Top Cleaner comes with scrubbing pads that are loaded with a special cook-top cleaner and a sturdy handle that gives you extra leverage to power through stuck-on food, eliminate water stains, wipe away grease, allowing your surface to be polished to a beautiful shine.

The Scotch-Brite Stainless Steel Cleaner and Scotch-Brite Cook Top Cleaner are available at mass merchandisers nationwide. Both products offer a special money-back guarantee; visit [www.scotch-brite.com](http://www.scotch-brite.com) for details. The starter kit, including the handle, cleaning pads and a tub for storage, retails for suggested retail price of \$6.99. Refill pads are available for suggested retail price of \$3.99.

*\*HomeTrend Forecast, Jan. – Feb. 2006, Volume 1, Issue 1*

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