Mötsenböcker's Lift Off®

History

Before "green" was popular, or even accepted, Gregg Mötsenböcker, president of San Diego based Mötsenbocker's Lift Off®, and recipient of the Patent & Trade Office's Invention of the Year award, began with a vision to develop products that were technologically advanced and "three–ways safe" for the environment, user and the surfaces to which they were applied. He believed it was the right thing to do; develop products that are *"green,"* patented, and work as well or better than other existing products that are *not* considered environmentally safe.

Mötsenböcker's Lift Off® nine patented formulas offer a family of cleaners that are water–based, biodegradable, and have low or no–VOC's. The line of innovative technologies removes everything from food, beverages and pet stains to paint, varnishes, caulks, adhesives and ink. With a proven track record of getting the job done, Mötsenbocker's Lift Off® products are proof that "green" can work and be competitively priced.

In addition to patenting the entire product line of Mötsenbocker's Lift Off®, he has made sure they passed rigorous consumer tests. Proving its effectiveness, Mötsenbocker's Lift Off® has the only products of its kind that have earned an "A" rating in the United States for efficacy on all its applications and a variety of surfaces tested, as well as Green Cross Certification for biodegradability awarded by Scientific Certification Systems.

The products are formulated for application on specific types of stains, rather than only on specific surfaces. At the same time, the products can be applied safely and are effective at cleaning a variety of surfaces, including clothing, walls, floors, carpets, dry erase boards, countertops, automobiles (exteriors and interiors), office equipment, metals, stone, brick and concrete. All of the formulations are numbered and color–coded, so that you can quickly identify and use the Mötsenbocker's Lift Off® product that is right for your application.

Marketed under the Mötsenbocker's Lift Off® name, the business originally focused on the industrial and commercial markets. Now the products are also marketed for home use. With a history of leading sales, Lift Off #5 is a Latex Based Paint Remover that works on a variety of surfaces, including: hands, clothes, carpeting, brick and concrete. It is also water–based and biodegradable.

Product #4 is a Spray Paint Graffiti Remover that is recognized for being effective on hard surfaces like signs, and porous surfaces such as concrete. It removes all types of oil–based paints, varnishes, lacquers and spray paints from a variety of surfaces. This product has two patents, is eco–friendly, and Green Cross Certified.

Product #3 is ideal for removing ink stains. Contractors say it is a great remover for permanent markers and graffiti. It has been applied on vehicles, stop signs, phone booths and utility boxes, as well as on clothing and upholstery.

Lift Off #2 is a newly patented formula. It has a low, no–VOC formula that is effective for grease, gum, oil, and adhesive problems on carpets, upholstery, clothing, as well as hard surfaces, including metal, tile and concrete.

Lift Off #1 is designed to use on every day stains that occur around the home and office. It removes coffee stains, pet stains, Kool–Aid®, punch, blood, grass and wine.

Three new products have recently joined the Mötsenbocker's Lift Off® family. They include the

Silicone, Latex Caulk & Foam Sealant Remover, which removes wet or dry silicones, latex–based caulks, polyurethane foams and glues, expansion foams, construction adhesives and acrylic latex caulks.

Another new product is the Paint & Varnish Remover that works as fast as traditional solvent–based formulas by breaking down the molecular bond within five minutes of application. This product has become one of the top sellers of the Mötsenbocker's Lift Off® brands.

The Dry Erase Board Wipes clean dry erase boards fast and easy. It is the perfect alternative to renewing and restoring old and new dry erase boards. It removes permanent marker stains, pen and ink from dry erase boards, as well as desks countertops, office equipment, plastics and fiberglass.

Looking back at the creation of Mötsenbocker's Lift Off®, they were developed to be technologically advanced, exceeding the environmental standards that were previously set. Mötsenbocker's Lift Off® products, by being so different, so advanced, had to overcome some unexpected obstacles. They included skeptical buyers who were slow to understand the technology and challenged the concept: environmentally safe, water–based products that work effectively on a multitude of surfaces and applications, and are competitively priced.

With a goal to succeed in the commercial and industrial markets, Mötsenbocker's Lift Off® devoted resources to become a recognized leader among stain and paint removers. This included years of aggressive sales and marketing activity that included participation at trade shows, advertising and publicity in the trade publications, a multitude of sales promotions and incentives for the sales force, and the production of educational videos and handouts.

Mötsenbocker's Lift Off® products have earned a nationally respected reputation among thousands of large companies, retail stores, hotels, janitorial companies, school districts, municipalities, transit authorities, stadiums and amusement parks for its commitment beyond selling products. Gregg Mötsenböcker and Mötsenbocker's Lift Off® are recognized leaders in community activities that include local, regional and national graffiti removal efforts to clean landmarks, public and private property throughout the United States.

Mötsenbocker's Lift Off® products are sold by mass merchandisers, home improvement stores, drug stores and specialty stores throughout the United States, Canada, Mexico and other countries around the globe, and now, Australia.

Interested parties can log onto www.liftoffinc.com or call 1.858.581.0222 for more information. If calling within the United States, the toll–free number is 1.800.346.1633 for more information. The website also links consumers to its business alliances, and to locations where Mötsenbocker's Lift Off® products can be purchased.

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