

**Today's cleaning  
solutions are  
slowly killing  
customers.**

**(Say Hello to a new standard of  
health, cleanliness, and safety)**

**Today's companies  
are rightfully concerned  
over the health and safety  
of their employees.**

**Yet, there's a terrible  
fact nobody likes to  
talk about:**

**Current cleaning solutions  
mistakenly forfeit human  
safety in the name of  
cleanliness or forfeit  
cleanliness in the name  
of human safety**

**The result is one of two  
compromised solutions:**

**Cleaning solutions that  
are so poorly formulated  
that they're now "safe"  
yet terribly ineffective...**

**Or “very effective”  
solutions that are toxic.**

**(Impacting the health of employees  
and users often undetected because  
of their slow impact over time)**

**End result:**  
**Solutions that are**  
**effective and dangerous,**  
**or safe and ineffective.**



**What if there were a  
better solution with  
all of the clean and  
none of the harm?**

**This was the exact  
question we were asked  
in 2020.**

**The largest steel mill in the world was using three different vendors with three different cleansers.**

**They were receiving  
complaints from their  
cleaning crew about  
skin and lung irritations.**

**We came in and  
introduced a new  
solution to be tested  
against the other three.**

**All the cleaning crew  
chiefs said it was an  
equal or better cleaner  
without the skin and  
lung irritation.**

**Previous products took  
up to 10 hours to clean  
using two passes.**

**Our proprietary solution  
did the job in 5 hours  
with only one pass.**



**PLUS** our formation  
not only removed equal  
amounts of grease and oil  
but did so in half the time  
**without** the hazmat  
ingredients.

**This solution was the result  
of a year-long development  
and willingness to  
challenge the accepted  
industry norms.**

**Faster cleaning.**

**Safer employees.**

**Protected end-users.**

**This is why the world's leading steel and mining company with a presence in 60 countries and steelmaking facilities in 18 of those countries chose our formulations replacing all other cleaners in the mill.**

**Users are raving about it.**

**Supervisors are thankful  
because of it.**

**And companies have a bright  
new future because of it.**

**We think of our solutions  
as actual solutions.**

**Not chemical formulations  
that leave companies  
vulnerable, choosing between  
one compromise or another.**

**In short, we think of our solutions like building a fortress of protection around the companies we serve, their employees, and the users of their facilities.**

**This is why we we have a  
new name, and new  
mission, to usher in the  
future of safety and  
cleanliness.**



**After all, if it exceeds the demands of the world's leading steel and mining company, what do you think it can do for your company?**

# Smart Fortress Labs

Your world protected.

Ready for people. Ready for use.

Pristine, healthy and safe.



# SmartClean

All-purpose cleaner and degreaser