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## **CAF INTRODUCES LIFT-PRO™ RUST STAIN REMOVER**

Cleaning Concrete Just Got Easier

**Maple Valley, Washington – August 20, 2024** - CAF Outdoor Cleaning, a leader in innovative outdoor cleaning solutions, proudly unveils LIFT-PRO™ — a game-changing rust stain remover designed to deliver exceptional results for concrete and asphalt, and other porous outdoor surfaces, making rust removal effortless, fast, and eco-friendly for businesses and homeowners alike.

LIFT-PRO is formulated to safely and easily remove rust stains from porous surfaces like concrete, asphalt, pavers, and sidewalks without damage or corrosion. Most rust stain removers are acid-based which can negatively impact surface durability and often result in pitting. CAF's pH balanced formula won't damage concrete, is phosphate-free, and environmentally friendly.

Developed from extensive research and testing, LIFT-PRO employs an advanced chelation process to effectively lift rust stains, allowing for a simple water rinse to wash them away. This non-toxic formula is safe for plants and the environment, making it suitable for rinsing down drains. Ideal for both commercial spaces and residential use, LIFT-PRO is perfect for tackling persistent rust stains from dumpsters, downspouts, patio furniture, BBQ grills, and more.

In addition to its powerful performance, LIFT-PRO is also designed with user-friendliness in mind. Simply measure, mix, apply, wait 10 minutes, and rinse off. It can be applied using a squeeze bottle or a gallon sprayer and the versatile formula ensures optimal coverage on flat, slanted, and vertical surfaces, effectively addressing multiple stain areas with minimal effort.

Like many of CAF's products, LIFT-PRO is offered as a concentrate, so you only mix what you need at the time and reduces single use plastic waste.

"At CAF Outdoor Cleaning, we're all about teaming up with our customers to keep outdoor spaces looking their best. When a customer told us they were struggling with rust stains on concrete, we saw the opportunity to step in and innovate." said Mike Zahajko, Executive Vice President. "Our product development team got to work, testing and refining until we created a rust stain remover that really works and uses an application method that is easy, safe and can be done in minutes."

CAF Outdoor Cleaning is excited to introduce LIFT-PRO at the Cool New Products display and our two booth locations (C6939 and N2368) at the upcoming NACS Show in Las Vegas, Nevada, October 7-10, 2024. Attendees will have the opportunity to experience the product firsthand and learn more about the benefits.

For more on LIFT-PRO™, visit <https://www.mycaf.com/lift-pro-rust-stain-remover.html> which includes detailed product information, instructions and videos as well as comprehensive support for staff training. Representatives are available to assist with any questions.

### **About CAF**

CAF Outdoor Cleaning is a leading manufacturer of environmentally friendly and safe cleaning products designed for outdoors. CAF saves retailers in North America and Europe time and money -- improving the customer experience outside to increase sales inside. Simply put: clean stores sell more. As experts in outdoor cleaning, we help businesses and consumers eliminate their toughest cleaning challenges. Partnering with CAF means access to award-winning products paired with the best in operational support, personalized training and specialized retail cleaning programs. For more information visit [www.mycaf.com](http://www.mycaf.com)

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