

## Fuller's Aerosols: Good Guys in White Caps

**B**elieve it or not, aerosols can be one of your strongest allies in showing your commitment to both your customer and the environment. Just why are Fuller's aerosols so great?

- Fuller's steel cans contain 25 to 100% recycled steel and are 100% recyclable.
- SAFE TO THE OZONE in the upper atmosphere.
- An economical package.
- Convenient and easy to use.
- No accidental contamination.
- Tamperproof.
- Versatile.
- Little or no waste of product.

Many, if not most, of your customers will find it hard to believe that aerosols are environmentally sound products. Often they will need further proof that aerosols are great products! This additional information will help:

*Steel is the most recyclable material in the world, and there already exists a large steel can recycling industry.* Every can Fuller uses contains 25-100% recycled steel, and aerosol cans, once empty, are easily recycled! To locate the steel recycler nearest you call the Steel Can Recycling Institute at:

**1-800-876-7274.**

*There are no ozone depleting freons or chlorofluorocarbons in our aerosols.* These propellants were removed years ago, in 1978! Our products contain propane and isobutane which are broken down by sunlight in the lower atmosphere to become carbon dioxide and water. You will

find that the majority of your customers do not know this fact. Be sure to let them know!

*Fuller's aerosols are easy to use.* What better way is there to get a quick, easy, and even application of product than with the aerosol spray?

Another advantage is that the aerosol package cannot be contaminated after it is manufactured. Any attempt to do so, or accidental damage to the package, will result in a non-usable product.

*There is little or no product waste when using aerosols.*

"Every aerosol can Fuller uses contains 25-100% recycled steel . . . "

That is very easy to understand when you see that the product is applied directly to the job exactly where it is needed.

There is no

mixing or left-over mixture to throw away. Since the aerosol can is very well sealed, the remainder of the can will still work when you need it months after you purchase the product.

Many people ask about the shelf-life of aerosols. We recommend using the entire product within two years, though some products will still be usable after as many as eight years on the shelf. When you open your next box of products, remember who the good guys are, and let your customers know why.

Lewis Gray,

Director Research and Development  
The Fuller Brush Company

## PROMOTE ENVIRONMENTAL CONSCIOUSNESS.

Besides using mostly citrus-based solvents, many of our "products with a difference" are aerosols. Some people are still under the misconception that aerosols are bad for the environment. Most cities and towns nowadays have a recycling program that will recycle steel aerosol cans. Our plastic bottles are also recyclable. And Fuller's aerosols (since 1978!) have no chlorofluorocarbons that are bad for the ozone layer. An aerosol cleanser can also add an extra concentrated "oomph" for cleaning effectiveness with powerful foaming action to bubble out stains and grease. Aerosols also minimize the amount of cleanser that you need to use for even more value.

-FBDWT Newsletter July 2002

### Fuller in the News:

## Good Press . . .

**N**ovember 1992 through January 1993, your company appeared in over 150 publications which brought Fuller Brush into America's homes and businesses, and to a reading audience of over 24-million people. Television viewers who were exposed to Fuller Brush in this three-month period totaled another 35 million. You are in the news!

### BILL CLINTON

Major news publications throughout the nation carried articles written by Washington Post staff writers in which they quoted a Clinton advisor: "The White House is not Bill Clinton's culture . . . He is happiest when he is selling - an idea, a proposal, a program . . . Right now, he is like a Fuller Brush salesman with an empty bag - he's got no wares. Once he's got them, we'll settle in."

A San Diego Union-Tribune columnist wrote: "As any good

Fuller Brush salesman would tell you: 90 percent of the battle is just getting in the door. After that, making the sale is a snap. By appearing so frequently on TV, Clinton has moved himself from the front porch into the living room, poised to complete the sale."

### MARY McDONNELL

In numerous interviews and guest appearances, Oscar-nominated actress Mary McDonnell related that she formerly earned money as a Fuller Brush Distributor in New York when she wasn't auditioning for parts. Her role in the movie "Passion Fish" has earned her an Academy Award nomination for "Best Actress" honors.

McDonnell appeared opposite Kevin Costner in "Dances with Wolves", and had major roles in "Grand Canyon", and "Sneakers."