



**For Immediate Release**

Contact: Heather Lindemann  
Bona US | (800) 872-5515  
heather.lindemann@bona.com

**Bona® US Launches Bona PowerPlus™ Deep Clean,  
An Oxygenated Hardwood Floor Cleaning System**

*Innovative Deep Clean Solution Provides Three Times the Cleaning Action to Keep Floors Spotless and Beautiful*

Aurora, Colo., October 13, 2015 – Bona US, the world leader in hardwood floor care since 1919, announced today the launch of Bona® PowerPlus™ a new line of deep cleaning floor care products. The Bona PowerPlus Hardwood Floor Deep Cleaner and Deep Clean Pad create the ideal solution for fighting grime and dirt on hardwood floors.

[Click to Tweet Link: “Bona launches powerful deep clean solution Bona PowerPlus. Easy, one-step cleaning without the bucket!”]

“Bona PowerPlus is our answer to the various ways consumers are deep cleaning their floors. For many, it’s a time consuming, exhausting process so we’re putting the power of clean back in consumers hands,” said Cate Vanegas, Director of Marketing, Bona US. “Gone are the days of deep cleaning with a mop-and-bucket and scrubbing on hands and knees. Bona has created our most advanced cleaner yet while maintaining an easy, all-in-one approach.”

The Bona PowerPlus line of deep cleaning floor care products provide three times the cleaning action and include the Bona PowerPlus cleaning solution and the new Bona PowerPlus Deep Clean Pad with patented PowerLoop technology. The Bona PowerPlus Hardwood Floor Deep Cleaner, specifically formulated for hardwood floors, works to deep clean and bring beauty to hardwood floors. First, a surfactant loosens tough, heavy dirt build-up. Next, peroxide penetrates for a deep clean and finally, the oxygenated bubbling action lifts away surface debris. Safe for hardwood floors this GREENGUARD certified, ready-to-use, residue-free formulation provides deep clean results that are fast, beautiful and easy.

Working in tandem with the Bona PowerPlus Hardwood Floor Deep Cleaner, the patent pending Bona PowerPlus Deep Clean Pad brings even more power to deep clean hardwood floors. Featuring PowerLoop technology, the microfiber pad gently breaks apart and loosens tough dirt via the twisted nylon scrubbers while the dual zone pad absorbs and traps dirt. The machine washable Bona PowerPlus Deep Clean Pad provides more than two times the absorbency over other microfiber pads.

Bona PowerPlus is available now at Lowes. Bona PowerPlus Hardwood Floor Deep Cleaner is \$10.98 MSRP and the Bona PowerPlus Deep Clean Pad is \$8.99 MSRP. The product will be available at Bed, Bath and Beyond, Ace, True Value and additional retail outlets in late 2015.

**About Bona US**

Bona US is the North American subsidiary of BonaAB in Malmö, Sweden. Bona US manufactures and distributes floor and home care products. Bona’s hardwood floor care systems have been successful in the professional market for more than 90 years. Consumer products are available in most major retail outlets throughout the U.S. and North America. With certifications like GREENGUARD, the company has also been recognized for formula innovations that are pH-neutral and non-toxic. For more information, please contact Bona US at (800) 872-5515 or www.bona.com.

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*Photo available upon request.*