



Info

For Immediate Release

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Bona® US Announces Bona Hardwood Floor Wet Cleaning Pads New Wet Disposable Cleaning Pads Make Hardwood Floor Care Even Easier

Aurora, Colo., Oct. 21, 2013 –[Bona US](#), the world leader in hardwood floor care since 1919, announced today the launch of a brand new product Bona Hardwood Floor Wet Cleaning Pads. This new, innovative disposable product from Bona helps homeowners clean and protect hardwood floors quickly and easily.

“The consumer research we conducted this year found that time continues to be a key driving factor for cleaning. Consumers want even faster, easier ways to clean and protect hardwood floors without compromising what’s safe for the floors,” said Chad Nordhagen, Director of Marketing, Bona US. “While many consumers remain loyal to the microfiber pad, our consumers asked for an additional way to clean.”

Developed with Bona’s premium quality, quick drying, no-residue cleaner the Bona Hardwood Floor Wet Cleaning Pad is innovated with multi-layer construction to get deep into floors. The first layer mechanically loosens dirt while the second layer absorbs the dirt. A final layer traps moisture and dirt inside the pad to ensure minimal liquid remains on the hardwood floors.

Velcro locking strips secure the pad to all Bona mops (as well as many leading competitor mops) in one easy step. The Bona Hardwood Floor Wet Cleaning Pad can clean a 15-inch extra-wide section of floor with every stroke. This extra-wide disposable pad is 50 percent larger than the typical pads and tools on the market today making cleaning that much faster and easier.

“Hardwood floors naturally have grain and micro grooves. Bona Hardwood Floor Wet Cleaning Pads are specifically designed to be thicker than single layer, single material pads to conform to the shape of the wood better and pick up dirt from the natural contour of the floor,” said Nordhagen.

True to Bona’s commitment to the environment, the Bona Hardwood Floor Wet Cleaning Pad packaging contain 75 percent less plastic than leading competitor packaging via a flexible pouch that takes up less space. Like all Bona floor care products, Bona Hardwood Floor Wet Cleaning Pads are GREENGUARD Indoor Air Quality Certified®. Bona is the first in its industry to carry a full system of hardwood floor finishing and floor care products certified for indoor air quality.

Bona Hardwood Floor Wet Cleaning Pads are available this October exclusively at Bed, Bath & Beyond and at [MyBonaHome.com](#) for \$9.99.

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 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.MyBonaHome.com](#).

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