



*The New Way to Power  
Through Collar and Cuff Grime*

# Collar POWER™

*Scrubs Out Collar and Cuff Grime™*

## *Concentrated Laundry Pre-Treatment*

Cleaners know that many customers choose their drycleaner based on the quality of the laundered shirt they produce. So the ability to deliver a clean shirt can have a big impact on drycleaning volume. A shirt collar with residual grime will be the first thing a customer sees when they pick up their shirts. (Don't let this happen to you!) So retain valuable customers by putting COLLAR POWER to work for you.

COLLAR POWER is a Concentrated Laundry Pre-Treatment that is very effective in removing oily dirt commonly found on the collars and cuffs of laundered shirts, usually without brushing. COLLAR POWER works equally well on other laundered items, such as Khakis and golf shirts. COLLAR POWER provides the extra cleaning power you need to remove heavy soil and oils from many laundered items.

## *How COLLAR POWER Can Help*

- More Power.**  
 COLLAR POWER is concentrated with up to 3 times the active ingredients of other products, so you get more cleaning power for your money.
- Less Brushing.**  
 The concentrated cleaning ability of COLLAR POWER does the scrubbing for you on moderately soiled shirts.
- Easy Rinsing.**  
 COLLAR POWER rinses out completely in hot, warm or cold water, so there's no residual product to leave rings after washing.
- Less Costly than Re-Wash.**  
 Washing a shirt twice can minimize your profit. Avoid higher costs by applying COLLAR POWER to all heavily soiled collars and cuffs.
- Less Time Consuming Post-Spotting.**  
 Removing oily stains after a garment has been laundered is more difficult and will take much more time. The powerful oil removers in COLLAR POWER go to work on contact to help ensure stains are removed and not hard-set by heat.
- Versatile.**  
 COLLAR POWER can be applied with a unique foaming sprayer, a spotting bottle or with a brush.
- More Satisfied Customers.**  
 Clean and bright collars and cuffs equals satisfied customers. Satisfied customers are return customers. Keep them coming back by using COLLAR POWER.



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## ***How to Use COLLAR POWER***

FOR COLLARS AND CUFFS AND OTHER LAUNDERED ITEMS (USE FULL STRENGTH)

APPLY WITH A SPOTTING OR SPRAY BOTTLE, OR BRUSH ON FROM A SPOTTING BOWL TO PRE-TREAT SOILS PRIOR TO WASHING

1. Apply COLLAR POWER directly to soiled areas and completely saturate.
2. Allow COLLAR POWER to penetrate soiled areas. COLLAR POWER is designed to remain on the fabric prior to washing. Do not flush, rinse or dry treated areas.
3. For heavy soil, gently work COLLAR POWER into soiled areas with spatula or light tamping with a wet-side brush.
4. When soil is loosened from fabric, continue with the laundry process.

### ***Please Note:***

COLLAR POWER is safe to fabrics and most colors. If color fastness is questionable, test garment in a hidden area prior to applying.

**NOT TO BE USED AS A DRYCLEANING PRETREATMENT**

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## ***How to Order COLLAR POWER***

COLLAR POWER is sold by authorized Street's distributors everywhere. Order from your distributor in single one-gallon containers or cases of four gallons.

Specially labeled COLLAR POWER spotting and spray bottles are available.

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*Before using any chemical product,  
review the Material Safety Data Sheet  
(MSDS) for safe handling and proper  
disposal.*

*For professional laundry use only.*