



Questions & Answers

Editorial Backgrounder

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WONDER TABLITZ™

Q. What are Wonder Tablitz?

- A. Wonder Tablitz products are a line of special- and multi-purpose household cleaners and deodorizers that use patented effervescent cleaning tablet technologies as an alternative to liquids. Consumers simply add water and a single tablet to a 32-ounce spray bottle to produce the cleaners.

Unlike traditional household cleaners, each Wonder Tablitz unit is sold with a spray bottle containing three effervescent cleaning tablets – each tablet representing one full 32-ounce bottle or a total of 96 ounces of product.

Q. How do consumers use Wonder Tablitz products?

- A. Simply add hot tap water to the patent-pending Wonder Tablitz spray bottle, drop in one of the three tablets to produce a full 32-ounce container of cleaning product and begin cleaning immediately.

When the bottle is empty, consumers just repeat the process, reusing the original spray bottle.

Q. How long does it take for a tablet to dissolve?

- A. The tablet will completely dissolve in one to three minutes. The hotter the water temperature, the faster it dissolves. However, Wonder Tablitz products can be used immediately after the tablet has been dropped into the water because the cleaning solution is released instantly.

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Q. Is it necessary to use hot water when filling the dispenser?

A. No, hot, warm or even cold water may be used. However, the hotter the tap water the faster the tablet dissolves.

Q. Do you have to shake the bottle in order for the tablet to dissolve?

A. No shaking is required. Wonder Tablitz products' effervescent action completely mixes the cleaning solution. Also, because the tablets are 100 percent water-soluble, no residue forms in the bottle.

Q. Does the tablet completely dissolve?

A. Yes, the effervescent tablets used in Wonder Tablitz products are 100 percent water-soluble.

Q. What Wonder Tablitz products are available?

A. The first products in the new Wonder Tablitz line include: Glass and Multi-surface Cleaner, All Purpose Cleaner with Bleach, Citrus All Purpose Cleaner, and Fabric Refresher and Odor Eliminator. Wonder Tablitz Corporation plans to add additional products in the future.

Q. How are Wonder Tablitz products different from traditional household cleaners?

A. Wonder Tablitz products offer additional price, convenience and environmental benefits over traditional liquid cleaners.

Cost: Wonder Tablitz products cost up to 50 percent less than comparable household cleaning products.

Convenience: The conveniently packaged tablets eliminate the need for heavy, oversized, space-consuming liquid refills, saving consumers space in the cupboard.

Environmental: Wonder Tablitz products reduce plastics production, corrugated box consumption, landfill waste and the carbon footprint.

Q. How does Wonder Tablitz performance compare to other cleaning products on the market?

A. WonderTablitz products are powerful and effective. All Wonder Tablitz products are tested using ASTM standard cleaning performance methods and the Chemical Specialties Manufacturing Association Detergents Division Test Methods Compendium.

Q. What makes the Wonder Tablitz spray bottle unique?

A. There are two features that make the Wonder Tablitz spray bottle unique.

1. The built-in cavity and resealable label that houses the tablets.
2. The side closure that is large enough to easily add water and a tablet.

Q. How is one bottle of Wonder Tablitz equivalent in volume to three bottles of traditional cleaning products?

A. Each Wonder Tablitz product contains three effervescent tablets. One tablet represents one full 32-ounce bottle; three tablets represent three full 32-ounce bottles.

Q. How much money are consumers saving by purchasing Wonder Tablitz compared to traditional household cleaning products?

A. Consumers will save up to 50 percent on the cost of Wonder Tablitz products over comparable cleaning products of the same size. The math is fairly simply; with Wonder Tablitz consumers are purchasing only one bottle e along with three tablets that yields three full bottles of product.

Q. What are the environmental benefits of Wonder Tablitz products?

A. The use of effervescent tablets allows consumers to add their own tap water and reuse their original dispenser. This drastically reduces plastic spray bottle and trigger production by 66 percent or more, which in turn, reduces landfill waste.

Additionally, Wonder Tablitz spray bottles do not contain liquid until the time of application, which reduces the product's weight. And because each unit represents three 32-ounce bottles, fewer corrugated boxes are required and shipping costs are reduced. The result is reduced carbon dioxide emissions and reduced landfill waste.

Q. Are Wonder Tablitz products safely formulated?

A. Yes, all Wonder Tablitz cleaning products are non-flammable, contain mild alkalinity and acidity for safe use, and are free of harsh phosphates. These characteristics make Wonder Tablitz products safe for the home and for the environment.

Q. Where can consumers purchase Wonder Tablitz products?

A. National home and hardware retailers are among the first to carry the Wonder Tablitz products. New retailers will be added in the near future. Wonder Tablitz products can also be purchased online at www.wondertablitz.com.

Q. How much does one bottle of Wonder Tablitz cost?

A. The price for one unit, which contains three effervescent tablets, ranges from \$5.99 – \$7.99.

Q. Are refill tablets available?

A. Yes, refills may be purchased at participating national home and hardware retailers or online at www.wondertablitz.com. The price for a packet of three tablets ranges from \$3.99 – \$5.99.

Q. Will the tablets expire or become ineffective over time?

A. No, the tablets will last indefinitely, so long as they are stored in the spray bottle's storage cavity or kept sealed in the blister pack.

Q. Where did the concept of Wonder Tablitz products originate?

A. Andrew, Bill and Stephen Schultz developed the Wonder Tablitz concept. Calling on more than 70 years of consumer and industrial products experience, the Schultz team set out in 2006 to develop cleaning and home care products that would meet consumers' needs for effective products, but would also positively impact the environment.

Q. Where are Wonder Tablitz products manufactured?

A. Wonder Tablitz products are manufactured in Walpole, Mass.

Q. Where is Wonder Tablitz Corporation located?

A. Wonder Tablitz Corporation is headquartered in Walpole, Mass.

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