

**Bacteria are
still lurking...**

**don't
forget
the top**

Deadline Extended!
Get the facts to fight back with your
FREE Innovative Plant Sanitation information kit.



FMC Corporation
Active Oxidants Division
1735 Market Street
Philadelphia, PA 19103

Get the latest on plant sanitation – free!

HRS Contact
123 Street
P.O. BOX 1234
Nowhere, USA 64115-1155

Get the latest on plant sanitation – free!
Return this reply card by April 30, 2004 for a free Innovative Plant Sanitation information kit.



If any information is incorrect on the mailing label, please correct below.

HRS Contact
123 Street
P.O. BOX 1234
Nowhere, USA 64115-1155

Phone: _____
Email: _____

1. Are you the person responsible for making the sanitation decisions at your plant(s)?
 Yes No
2. How much does your site spend on cleaning & sanitation each year?
 < \$100K \$100K - \$250K
 \$250K - \$500K > \$500K
3. What is the primary reason you would switch sanitizers?
 Need better efficacy/performance
 Need a lower priced sanitizer
4. What product does your facility produce or process?
 Red meat
 Poultry
 Dairy (non-beverage)
 Beverage
 Other:

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FMC Corporation
Active Oxidants Division
1735 Market Street
Philadelphia, PA 19103
1-800-948-6645 • www.hrsfoam.com



High Retention System



Whatever your key sanitation needs – CIP, COP, minimizing cross contamination – the superior sanitation of HRS™ foam additive controls bacterial breeding grounds



HRS foam additive extends contact time and provides high visibility coverage to enhance the disinfecting capabilities of VigorOx® liquid sanitizer



HRS foam additive adheres to any plant surface, including the undersides of conveyer belts, refrigerator coils and hard-to-reach cracks and crevices

There's still time!

Get the facts on fighting bacteria

You take sanitation seriously. So do we.

That's why we've extended our deadline to April 30, 2004 to offer you a **FREE Innovative Plant Sanitation information kit**, which contains the latest technical information and case studies on fighting microbes. It's a valuable reference tool for any professional who's committed to food safety.

Get the latest news on plant sanitation

Our Innovative Plant Sanitation information kit gives you an expert look at a costly problem: food processing contamination. Now there's a new tool for preventing shutdowns: VigorOx® liquid sanitizer with HRS™ foam additive. It's the only system that combines disinfecting peracetic acid with thick, stable, surface-covering foam to control *Listeria*, *E. coli*, *Salmonella* and other microbials.

HRS gives you better results for less

VigorOx liquid sanitizer with HRS foam additive clings to surfaces longer to provide better coverage with less product than standard sanitizers and disinfectants. And HRS foam additive reaches into cracks, crevices and hard-to-reach equipment areas to ensure complete sanitizing and minimize downtime.

Request your free kit!

Deadline extended to April 30, 2004

There are three easy ways to request your no-obligation Innovative Plant Sanitation information kit:

- Return the enclosed postage-paid reply card by April 30, 2004
- Call us at 1-800-948-6645, or
- Visit our website at www.hrsfoam.com



High Retention System

BUSINESS REPLY MAIL

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POSTAGE WILL BE PAID BY ADDRESSEE

PLEXUS MARKETING GROUP INC
435 N LUMPKIN ST
ATHENS GA 30601-9903



NO POSTAGE
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IF MAILED
IN THE
UNITED STATES



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