



WOW

**CONCENTRATED ALL-PURPOSE CLEANER AND DISINFECTANT**

WOW is a concentrated all-purpose cleaner for general cleaning and disinfection. It is suitable for use on washable hard surfaces, stainless steel, chrome, brass, aluminum, wall, woodwork, vinyl partitions, appliances, stainless fixtures, overhead bins, WOW cleans all types of floor tiles, including natural stone, quarry and travertine tile, vinyl, linoleum, rubber, vinyl and carpet. WOW is one of the few products that remove black mold from floors. WOW is available in a pressure sprayer bottle which has a spray nozzle and a detergent dispenser. WOW removes greasy stains when used as a laundry pre-soak. WOW is an excellent surface degreaser for use in food processing applications. WOW is also suitable for use on painted surfaces. (See application label for details.)

**DIRECTIONS:**  
See the label for directions. Dilute with water. For use on washable hard surfaces, stainless steel, chrome, brass, aluminum, wall, woodwork, vinyl partitions, appliances, stainless fixtures, overhead bins, WOW cleans all types of floor tiles, including natural stone, quarry and travertine tile, vinyl, linoleum, rubber, vinyl and carpet. WOW is one of the few products that remove black mold from floors. WOW is available in a pressure sprayer bottle which has a spray nozzle and a detergent dispenser. WOW removes greasy stains when used as a laundry pre-soak. WOW is an excellent surface degreaser for use in food processing applications. WOW is also suitable for use on painted surfaces. (See application label for details.)

**NET CONTENTS: 1 GAL (3.78 L) LOT: 121000101**

**NEVER MIX WITH BLEACH**

**DANGER**  
Causes severe skin burns and eye damage.

**Caution**  
Causes serious eye damage.

**USE SAFETY DATA SHEET FOR MORE INFORMATION.**

**KEEP OUT OF REACH OF CHILDREN.**



## Questions and Answers on WOW All Purpose Cleaner

**Question:** "What is unique about WOW?"

**Answer:** WOW is the first ever all-purpose cleaner in the world. DeVere had a patent for it when the company was started.

**Question:** "What are all of the ways I can use WOW?"

**Answer:** WOW is an all-purpose cleaner, so it has many applications. It can be used to clean all washable hard surfaces. It can also be used in windshield wash buckets (use on windshields only; not for use on painted surfaces). WOW can also be a floor wax stripper. Always read the label before use.

**Question:** "What is the fragrance in WOW?"

**Answer:** WOW has a fresh lemon scent.

**Question:** "Is WOW sold as a ready-to-use cleaner?"

**Answer:** No. WOW is an economical concentrate formulated for dilution with water. For general cleaning, use only 4 ounces in a spray bottle (32oz) or mop bucket. Always read the label before use.

**Question:** "Is it safe to use WOW around pets?"

**Answer:** It is very safe to use WOW around all pets if necessary precautions are taken. Make sure to remove the pet from its cage when cleaning that, and don't allow it to ingest the cleaner in any way.

**Question:** "Is WOW safe to use in pressure washers/power washers?"

**Answer:** WOW does a great job in pressure/power washers. Use approximately a 30:1 dilution (30 parts water to 1 part WOW). If your equipment automatically gives you a dilution and you can't alter that dilution, it is probably a 7:1 dilution (most common). In that case, mix a 4:1 dilution in a bucket and pull that through, making a 28:1 dilution. Make sure to wear eye protection so none of the blend gets in your eyes, and do not leave standing puddles where animals might drink.

Lastly, do not allow runoff to enter storm drains. This is a violation of the Clean Water Act (which states that nothing can be put down a storm drain but rainwater!). Simply push the runoff with your hose or pressure washer to a grassy area and water it in.

**Question:** "Is WOW safe to use on hard wood surfaces?"

**Answer:** WOW is safe to use on finished wood surfaces. We do not recommend using WOW on unfinished wood.

**Question:** "Is WOW safe to use on marble?"

**Answer:** WOW is safe on true, polished marble. However, exercise caution when using WOW on cultured marble, which is actually a matrix of marble dust or chips and a resin binder. Low-grade cultured marble can sometimes be damaged by WOW if it stays on the cultured marble for too long.

**Question:** "Can I use WOW in the laundry?"

**Answer:** Yes, WOW is a very effective laundry presoak. Use 1-2 ounces per gallon of water.

### Complete Cleaning Solutions

DeVere Company, Inc. • 1923 Beloit Ave. • Janesville, WI 53546 U.S.A.  
DeVereChemical.com • 1-608-752-0576 • 1-800-833-8373

**Question:** “Can I use WOW to clean my drains?”

**Answer:** Yes, although WOW may not be able to clear all drain clogs, it will be good to wash down 1-2 cups of WOW with plenty of water regularly for upkeep to prevent clogs.

**Question:** “What else can WOW do?”

**Answer:** WOW can also do an amazing job at cleaning the interior of cars and as a pre-soak for silverware and flatware.

**Question:** “What surfaces will WOW harm?”

**Answer:** WOW can harm many surfaces if not diluted correctly. Be sure to always read the instructions printed on the label before using WOW. Aside from that, WOW is not meant to be used on painted surfaces.

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