**Restorator**

Taxi Company Solves Odor Problems in Cab Fleet

Customers appreciate fresh, clean smell in taxis.

COBOURG, ONTARIO

Whenever people smoke cigarettes—especially in small, enclosed spaces—a stale smoke odor tends to remain that is very difficult to remove. That was a major problem encountered by Milt and Katheline Terry, owners of Cobourg Taxi Company, in Cobourg, Ontario, Canada.

"We have a lot of senior citizens in Cobourg and they tend to be very picky about vehicles and car interiors," Milt said. The Terrys have owned their taxi company for about seven years and have 12 cars in their fleet.

"Even though we have a regular schedule of thoroughly cleaning our cars, we were unable to eliminate the smoke and biological odors that remained," said Milt. They routinely vacuum the cars and wipe down the leather seats, doors and other interior surfaces. "We had tried dangling those pine-scented fresheners in the cars, as well as sprays and other odor neutralizers. All they did was mask the odors."

Timing happened to be great when Erika Bazarin, their sales rep from Mississauga Medical Supply, Ltd., in Mississauga, Ontario, visited. Erika was able to offer a solution to the Terrys' problem.

"At that time, the town council had approached us about an ordinance they were pushing for that would have banned cigarette smoking in taxis. If the ordinance had passed, it would have prevented smoking in all area taxicabs. We could have lived with that, but we didn't want to be the

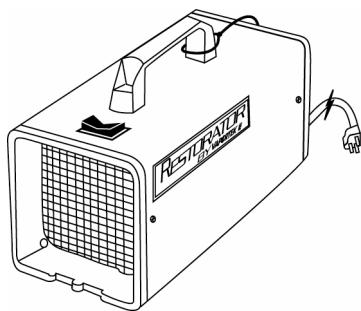
only company in town prohibiting cigarettes because it would have hurt our business," said Milt. "When Erika came in, she suggested using a new product called the Restorator that would remove the problem smells."

The Restorator, manufactured by Vaportek, Inc., in Sussex, Wisconsin, is a simple-to-use, portable electric device that quickly, safely and effectively renews interior space with non-toxic technology. The Restorator uses Vaportek's patented essential oil membranes to release a non-toxic, odor-neutralizing dry vapor into the air with a powerful blower. This penetrating vapor quickly controls and eliminates malodors from smoke, food and biological odors.

An excellent alternative to ozone treatment, the Restorator will not remove pigment from leather or harm fabric, rubber or adhesives. It is available in 12V (car adapter) and 110V models.

"We tried the 12V Restorator and discovered that it did eliminate the odors—it didn't just mask them. All that remained was a nice, clean smell," said Milt. "We now place a Restorator in each car once or twice a week during our routine cleaning, for about 15-20 minutes, depending on the severity of the odors. Since we've been using the Restorator, several of our customers have complimented us on the cleanliness of our cars."

During a subsequent phone conversation with a Mississauga Medical Supplies associate regarding the success Cobourg Taxi is enjoying with Vaportek's Restorator, Milt asked, "Where have you been all my life?"



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