Groom Solutions CD524GL, Esteam 2603-4417 Orange Citrus Deodorizer, 1 Gallon, 1696-2387



Model Number: CD524GL

Groom Solutions CD524GL, Esteam 2603-4417 Orange Citrus Deodorizer, 1 Gallon, 1696-2387

Manufacturer: Groom Industries

Orange Deodorizer
Carpet & Fabric Deodorant
Item No. Groom CD524GL / Esteam 2603-4417

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Orange Citrus Deodorizer Concentrate
Carpet and Fabric Deodorizer

It's never a competition when the scent of oranges is in the ring. Orange has always been the king of scents and is preferred more widely than any other scent. If you're unsure what smell your customer likes then you’ll never go wrong using Orange Citrus. This smell is a heady mixture of orange with a dash of lemon that is long lasting and invigorating.

WHY DEODORIZERS?

Every cleaner wants repeat business and referrals. For many, repeat customers are the core of their business, and referrals their only method of advertising. Yet, as important as this is many cleaners ignore one of the most powerful methods of getting repeat business and building a memorable brand.

I’ll give you a hint. It smells.

Actually, it is smell. Research shows that there is a powerful link between smell, memory and emotional state. When scientist Hendrick Schifferstein from Delft University of Technology pumped the smell of orange, peppermint or seawater into a nightclub the revelers partied harder - they danced more, rated the night as more enjoyable, and even thought the music was better - than when no scent was added (Chemosensory Perception, vol 4, p 55).

The surprising thing about the research done on smells is that most of the subjects aren’t even aware of the smell, yet it still affects their behavior and emotions.

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Groom Solutions CD524GL, Esteam 2603-4417 Orange Citrus Deodorizer, 1 Gallon, 1696-2387

Major industries know the power of smell.

- Casinos use fresh fragrances to keep card players at tables longer
- The army uses them to simulate urban warfare
- Disney uses them to create powerful memories of Disneyland
- Just hear the name Victoria's Secret and perfumed buildings spring to mind
- Sony uses vanilla and mandarin to make women feel welcome in their stores

The secret is out. If you want to create a memorable brand, leave a memorable smell!

Amazing Fragrance = Strong Brand = Repeat Business

Dilution: ½ - 4 oz./gal. | RTU pH: 7 | Contains: 1 Gallon
Compare to current or past OEM associations:
CD524GL
1696-2387
2603-4417
241043
B0DL7H2MJ8
In 2025 the label from the product changed from Groom Industries to Esteam, Factory can fill this product in any label they chose.
DIRECTIONS Cleaning Additive: Add ounce to each gallon of cleaning solution. Adjust dilution if more fragrance is desired. Direct Application: Use 4 fluid ounces per gallon of water. Spray directly on the source of the odor. Adjust dilution if situation requires more fragrance.

Spec Sheet
Label
Safety Data Sheet

It's never a competition when the scent of oranges is in the ring. Orange has always

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Chemicals > Deodorizers & Disinfectants > Water Based Deodorants > Groom Solutions CD524GL, Esteam 2603-4417 Orange Citrus Deodorizer, 1 Gallon, 1696-2387

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Availability: This product was added to our catalog on Wednesday 24 June, 2015