



PRESS RELEASE - Söderköping, February 2010

## **A large number of municipalities choose HTC Twister™**

**Cleaning managers from 15 different Swedish municipalities visited the HTC head office in the middle of February in order to learn more about the floor cleaning method HTC Twister™.**

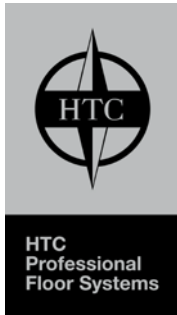
The floor cleaning method HTC Twister™ is a completely chemical-free cleaning solution consisting solely of diamond impregnated pads in combination with pure water but with a final result far better than traditional cleaning methods. This combination has obviously caught the interest of many municipalities and now 15 of them have received detailed information about the advantages of this cleaning method, how it works and how it can also save money.

In addition to theoretical information, two demonstrations were performed illustrating the upgrading process of a natural stone floor and a plastic floor/vinyl floor.

The visit took place by initiative from Staples (formerly Corporate Express) who wanted to invite their clients in the municipal sector. Some of the clients had already implemented Twister™ and they were all eager to share their positive experiences of Twister™ with their colleagues. The most interesting aspect for the majority of visitors were how to handle linoleum floors in an effective manner and they realized the huge potentials with Twister™ thanks to saved time and money, partially due to the reduced needs for periodic floor maintenance in places like schools and retirement homes.

### **Marcus Hedström new salesman for Twister™ in Sweden**

Marcus Hedström, our dedicated salesman for Twister™ in Sweden, participated during the meeting and got many new contacts. Many meetings were booked to come and visit the municipalities to begin the implementation of Twister™. Marcus came to HTC from the company Hygienteknik, one of the largest wholesalers of cleaning material in Scandinavia, where he worked with lots of different cleaning methods so he has a deep knowledge of the industry.



## Contact

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## About HTC Sweden AB

HTC Sweden is a fast growing company that was founded in 1987 by Håkan and Gunn Thysell. In 1992 HTC Sweden launched a patent pending system for grinding concrete. Today HTC is the market leader within diamond based concrete grinding. HTC has also developed unique floor solutions within polished concrete, e.g HTC Superfloor™ and recently the new diamond based cleaning system TWISTER was launched internationally. The head office along with production and product development is located in Söderköping. Subsidiaries operate in USA, Germany, England and France. 3i group are minority owners in HTC since August 2006. 3i is a world leader in private equity and venture capital and focuses on investing minority stakes in high growth companies expanding organically or through acquisition.