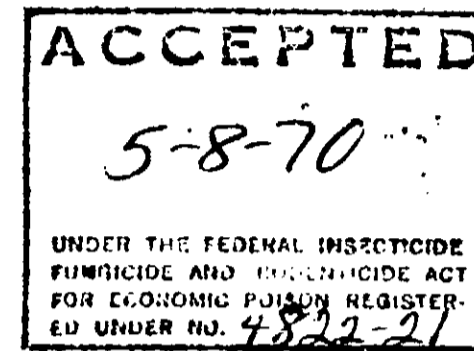


NOW YOU NEED ONLY
ONE PRODUCT FOR
YOUR CLEANING...
DISINFECTING...
DEODORIZING NEEDS

FORWARD
Cleaner



MORE POWERFUL--Removes grease, oil, locked-in dirt without hard scrubbing. Cleans away such gooey, hard-to-remove materials as printers ink, diesel oil exhaust, heavy build-up of cooking greases. Yet Forward's exceptional power is buffered.

HIGHLY CONCENTRATED--Highly economical--Forward dilutes 1-40 for most cleaning jobs...as much as 1-128 for general light cleaning. For the toughest, most stubborn cleaning problems, dilute at 1-20 or 1-15.

DISINFECTS--Forward is an effective germicide and disinfectant at a 1-20 dilution against a wide spectrum of microorganisms...kills surface germs while it cleans.

SANITIZES--Forward significantly reduces bacterial counts at dilutions up to 1-60...effectively sanitizes all surfaces while it cleans.

DEODORIZES--Use Forward to check odors in washrooms, sick rooms, kitchens, showers, locker rooms. Forward destroys odor-producing bacteria while it cleans.

WILSON
SERVICE PRODUCTS DIVISION

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FORWARD

...the cleaner with power to spare...for all washable surfaces.

Power

High alkali power in Forward means fast, unmatched cleaning power--makes routine cleaning a simple task; makes difficult cleaning jobs routine. Forward has the power to cut the toughest grime, grease and ground-in dirt. The traditional untouchables like printers ink, diesel exhaust, bug spots, lipstick and fruit stains wipe away with minimum effort.

Stability

Ordinary cleaners lose power when dirt neutralizes them. But Forward keeps right on cleaning, even when the bucket is loaded with dirt, because the alkali power in Forward is actually triggered to action by dirt itself. And Forward doesn't lose its cleaning power when the water cools, either. With Forward, you keep right on cleaning--spend less time changing cleaning solution.

Gentleness

Anything that can be washed can be cleaned better with Forward. Gentle on surfaces...because Forward's high alkali power is effectively buffered. Contains no abrasives to scratch, mar or dull smooth surfaces. Requires less scrubbing. Diluted as recommended, Forward can be used on everything from floors, sinks, walls and windows to plastic seats, desks, washable furniture.

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Disinfectant-Germicide

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At a dilution of one part Forward in 20 parts water, Forward is an effective germicide and disinfectant. Contains 760 ppm of potent germicide...disinfects as it cleans. Forward passes the A.O.A.C. Use-Dilution test against Staphylococcus aureus ("Staph") and Salmonella choleraesuis. Forward has also been found effective against Salmonella typhosa, Escherichia coli, Enterobacter aerogenes and Streptococcus pyogenes. When used to clean floors, Forward also qualifies as a fungicide against Trichophyton interdigitale, the "athlete's foot" fungus.

Sanitizer

At all dilutions to 1-to-60, Forward is a sanitizer--cleans and effectively reduces microorganisms. At these dilutions Forward will reduce the number of Pseudomonas by 99.999%.

Deodorizes

Destroys odors completely because when used as a disinfectant it destroys many of the bacteria that produce odors. Forward doesn't just cover up objectionable odors.

Cost-Saving

Forward cleans faster. And it keeps its cleaning power longer, so you spend less time changing cleaning solutions and more time cleaning. All this means less labor cost. And Forward is concentrated, so dilutions as high as 1-to-40 or 1-to-60 and even more make efficient, cost saving cleaners. Forward is the one cleaner that's right for all normal cleaning jobs, so there's no need to buy and store a number of cleaners--each for a different purpose.

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TECHNICAL INFORMATION

WHAT IS FORWARD? Forward is a heavy-duty general purpose cleaner with disinfecting and deodorizing properties. It cleans efficiently and disinfects effectively in one operation when used in the dilutions recommended. Forward consists of:

1. A non-ionic detergent. For wetting, penetrating and surface cleaning.
2. Builders. For synergizing the detergent to make it more effective against heavy soil, grease and oil.
3. A silicate buffer. For sustaining the cleaning power, providing fast action on heavy acid soil, and protecting the surface.
4. An organic chelating agent. For removing and preventing build-up of soap scum and providing cleaning power in hard water.
5. A quaternary germicide. For non-selective killing of both gram positive and gram negative bacteria.

DIRECTIONS FOR USE

NOTE: In every dilution down to 1-to-60, Forward also works effectively as a sanitizing agent. If germicidal action is required, do not dilute more than 1 part Forward to 20 parts water.

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UNDER THE
FEDERAL
REGISTRATION
ACT

For removing most soils, . . . on most surfaces: Mix a 1-to-40 dilution (1 cup Forward to each 2 1/2 gallons of water)--a sanitizing solution on hard surfaces. Then use as you would any good cleaner. It will not harm any washable surface when used as directed.

For removing extra-heavy soil: Strengthen the solution (to a 1-to-20 or 1-to-15 dilution).

For light cleaning: Dilute the solution to as little as 1 part Forward to 128 parts water. Your own experience will tell you how light you can go. Solutions of 1-to-60 and stronger are sanitizing as well as excellent cleaning solutions.

Forward works well in cold water, but the use of hot water will increase its effectiveness. For best results, rinse after using.

PHYSICAL AND CHEMICAL DATA

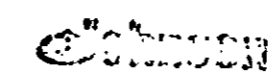
Non-Volatile Content.....	13.5-14.2%
Ash Content.....	7.5-7.8%
Quaternary Content.....	1.6% min.
Cloud Point.....	139°F. min.
pH.....	12.5-13.2
A.O.A.C. Use-Dilution Confirmation Test.....	Passes at 1-to-20 as a germicide
"Swab Wash" Test.....	Passes at 1-to-60 as a sanitizer
Lt. per Gallon.....	8.95 lbs.
Flash Point	None
Damaged by Freezing.....	Yes

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ACT

Active Ingredients.....	4.1%
N-alkyl (50% C ₁₄ , 40% C ₁₂ , 10% C ₁₆) dimethyl benzyl ammonium chlorides--1.6%	
Anhydrous sodium metasilicate--2.5%	
Inert Ingredients.....	95.9%
Includes cleaning detergents, wetting agents, synergizing builders, chelating agent, dye, Perfume and water.	

Forward Gives You Everything You Ever Expected From a Cleaner!

1. NEVER SUFFERS POWER FADEOUT--WORKS WHEN OTHER CLEANERS LOSE THEIR POWER
2. CLEANS AWAY TOUGHEST DIRT NEVER "LOCKS IN" DIRT
3. SAFE ON FLOORS, WALLS, WOODWORK, EQUIPMENT--ANY WASHABLE SURFACE
4. WORKS INSTANTLY
5. WORKS IN HOT OR COLD WATER
6. PROTECTS METAL SURFACES
7. EFFECTIVE IN HARD WATER OR SOFT WATER
8. DISINFECTS OR SANITIZES WHILE IT CLEANS
9. SAVES LABOR, REDUCES COSTS
10. PLEASANT ODOR - LOW SUBS
11. DEODORIZES
12. EFFECTIVE ON FLOORS AND PAINTED SURFACES

 and FORWARD reg. U.S. Pat. Off.

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At recommended cleaning dilutions FORWARD does not pass the A.O.A.C.,
Use-Dilution Germicide Test against Pseudomonas aeruginosa PPD-10
(ATCC 15442).

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FORWARD is another
great product from
Johnson Wax
Order from your local
distributor, today!

