



# CelloBrite®

CARPET CARE SYSTEM

## DEEPDOWN® CARPET & UPHOLSTERY SHAMPOO

### TECHNICAL DATA SHEET

#### GENERAL INFORMATION

CelloBrite DEEPDOWN utilizes the latest technology in carpet and upholstery shampoo cleaning chemistry to provide thorough, deep cleaning with a new surfactant system that does not leave soil-attracting detergent residues. It quickly emulsifies old detergent residues, mineral deposits and soils.

DEEPDOWN in conjunction with CelloBrite CARPET RESTORATION PRE-SPRAY and CelloBrite RINSEBRITE LIQUID EXTRACTION CLEANER, helps restore carpet to "like new" condition. This is also the perfect system to thoroughly clean carpet in preparation for the application of CelloBrite CARPET & UPHOLSTERY PROTECTOR.

DEEPDOWN is safe for use on fabrics and carpet that are unaffected by water, including nylon, rayon, olefin, wool and other synthetic and natural fibers. Always test for colorfastness in an inconspicuous area.

\*As recommended by major fiber producers and carpet manufacturers, this cleaner does not contain optical brighteners.

#### DIRECTIONS

Use commercial vacuum or pile lifter before using DEEPDOWN. Use a stiff brush prior to vacuuming in heavy traffic areas to loosen embedded soil. Remove gum and stains by pre-spotting.

DEEPDOWN is a concentrate and must be diluted prior to use. Best results are achieved when diluted with hot water.

#### RECOMMENDED DILUTIONS

Light to Moderate Soil 8oz./gal. 1:16
Heavy Soil/Restoration or Dry Foam Machine 12oz./gal. 1:10

FOR ROTARY AND DRY FOAM MACHINES: Do not overwet carpet. DEEPDOWN should be used with the proper technique and equipment so that maximum foam is generated and the cleaning is done by contact with stiff foam. If restoring, allow to dwell 5 to 10 minutes before proceeding to the next procedure with CelloBrite RINSEBRITE Liquid Extraction Cleaner.

**CAUTION:** Eye irritant. Avoid contact with eyes.

**FIRST AID:** In the event of eye contact, flush eyes with large amounts of clear water for at least 15 minutes. If irritation persists, seek medical attention.

#### SPECIFICATIONS

**APPEARANCE:** Light straw liquid

**FRAGRANCE:** Very slight orange

**pH:** 8.0 ± 1.0

**DILUTION:** As recommended above

**COVERAGE:** 100 sq. ft. per gallon

**VISCOSITY:** Water thin

**FLASH POINT:** None

**FREEZE/THAW STABILITY:** Stable, minimum 3 cycles

**SHELF LIFE:** Minimum 1 year from manufacturer date of sale

KEEP FROM FREEZING

**Cello Professional  
Products**

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