

# NEW!

NOW AVAILABLE THROUGH



E.J. WELCH COMPANY  
SERVING THE FLOORING TRADE SINCE 1962

## ZSMELL ZAPPER

**DON'T COVER UP THE ODOR,  
ELIMINATE THE SOURCE!**



### BIO-ENZYMATIC

**Quickly & Permanently Eliminate  
Urine and Pet Odors Without Priming!**

Urine Odor, Feces Odor, Vomit Odor, Sewage Odor, Garbage Odor, and many other organically based odors. Eliminates the source of the odor, not just mask the odor!

- **Quickly Treat the Full Subfloor**
- **Inexpensive**
- **Customer Pleasing Scent**
- **Install New Flooring Right After Treatment**
- **Spray Under Baseboards No Problem**
- **Extra Profit on Every Job • Unlimited Uses - Furniture, Cars, Homes**

### SMOKE ODOR ELIMINATOR

**Quickly & Permanently Eliminate Smoke Odors  
from Ceilings, Walls, Carpets and Draperies.**

Encapsulates then eliminates odors caused by cigarette smoke and smoke odors from household fires.

- **Quick & PERMANENT Smoke Odor Removal**
- **No Need to Paint Ceilings**
- **No Need to Paint Walls**
- **Works on ANY Smoke Odors**
- **Apartments, Homes, Vehicles**



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[www.ejwelch.com](http://www.ejwelch.com)

FLIP OVER FOR  
APPLICATION  
INSTRUCTIONS...



DON'T COVER UP THE ODOR, ELIMINATE THE SOURCE!

## HOW IT WORKS

Enzymes speed up the natural chemical processes which organic substances, like urine, go through when they biodegrade. The enzymes contained in all of our products include protease, lipase, amylase, cellulase and urinase. Bacteria produce these enzymes to help them break down the urine into chemicals which they can digest. We use cultured, beneficial, non-pathogenic bacteria to produce enzymes. We include both the bacteria and their enzymes in Smell Zapper products. Once the bacteria comes into contact with urine and other organic substances, they produce more enzymes to digest the urine or other source of odors. The bacteria also rapidly reproduce. Smell Zapper uses re-emulsifiers to liquefy uratic acid crystals (old urine stains) so that the bacteria can consume the original source of odor long after the initial "problem". Eventually, the urine is completely digested and transformed into harmless substances like carbon dioxide and water; the bacteria, without a source of urine to digest, die off completely. Smell Zapper BioEnzymatic leaves no residue behind, only a scent free fresh, clean smell. It's safe to use around children and pets.

## SMOKE ODOR ELIMINATOR

1. Use sparingly. A little goes a very long way.
2. Safe to use on any water safe fabrics or surface. Be sure to test an inconspicuous area before application.
3. Lightly mist carpeting, draperies and any other fabric or odor absorbing surfaces using a very fine mist from a trigger sprayer, atomizer or pump-up sprayer. Do not overspray as a sticky film could be left on smooth surfaces like countertops and furniture.
4. Saturate furnace filter(s) to distribute the product into the HVAC system and duct work.
5. With fan on, spray a fine mist into each intake vent and run the fan with the windows and doors closed for at least two hours to allow the product to thoroughly be recirculated and distributed.

The initial scent of Smell Zapper Smoke will dissipate over time leaving a pleasant residual fragrance that will ultimately disappear completely. Enclosed spaces or areas without good ventilation may take longer.

**VEHICLE TREATMENT:** Spray a light mist of product 4-5 times (total) in the front and back of the interior of the vehicle (on seats, carpets or headliners). Allow 10-15 minutes for the product to work. Apply more for problem odors. The cover scent will dissipate slowly as the enzymes eliminate the source of the odor. Ultimately, no odor or scent will exist.

**SEVERE VEHICLE SMOKE ODOR PROBLEMS:** Spray the headliner and seats 4-5 times each. Saturate the in-cabin air filter. While the vehicle is running and the air conditioner is set in the recirculate air mode, spray 4-5 times on the floor mats so the product can flow through the ventilation system. Keep the windows rolled up for 15 minutes. Roll the windows down to let the scent dissipate.



Smell Zapper Odor Eliminating Products contain live bacteria that cannot be exposed to extreme temperatures. Make sure that unused product is stored above freezing and below 110°F for optimal performance. For high or low temperature treatments, insure treatment area is within this temperature range during and after treatment which will allow the bacteria to digest the source of the odor problems.

## BIO-ENZYMATIC

### EXPOSED SUBFLOOR TREATMENT

1. Can be used on any water safe surface.
2. Use a black light to identify problem areas if not visible to the naked eye.
3. Using a pump-up sprayer (set to a very fine mist) spray the entire baseboard area and spray the lower section of the walls if animal urine sprays are suspected.
4. With the sprayer set to a heavier droplet pattern, spray the entire subfloor. Thoroughly saturate problem areas.
5. Allow to penetrate the surface before laying pad and carpeting. A minimum of 2 hours is recommended. The longer the surface is moist from the treatment the better. For extreme conditions, plastic sheeting can be placed over the subfloor after treatment to slow the drying/evaporation process.
6. Do not dilute the product or try to use too little on a large area.

### PET ODOR TREATMENTS WHEN CUSTOMER IS KEEPING CARPET AND PAD

1. Lay carpet and pad back half way into each room exposing subfloor
2. Follow the Exposed Subfloor Treatment steps listed above.
3. Liberally spray the front and back of each pad and carpet layer.
4. Reinstall pad and carpeting.

### HOMEOWNER INSTRUCTIONS FOR PET URINE ODOR ELIMINATION

Saturate the carpet, pad and sub floor in problem areas. The flip top of our quart bottle makes a suitable option for saturating spots. Push the open bottle into the carpet and squeeze the bottle to saturate the subfloor, pad and carpet. The odor elimination process will last as long as moisture from the treatment is present. Both new and old problem areas can be treated this way.

### TREATMENTS WITHOUT ACCESS TO SUBFLOORING

1. Heavy misting spray along walls and baseboards
2. Medium spray entire flooring area
3. Use a black light to determine problem areas. Saturate carpeting and padding in those areas. Using syringe or other tools, force product through carpet & pad and apply directly to subflooring.

**FINAL STEP FOR TREATMENT** spraying the furnace filter(s) liberally while the system is running and spraying a light mist into each intake vent. This insures that lingering odors in the HVAC system are eliminated too. For best results, leave the HVAC system running (fan on) for a minimum of 2 hours. The enzymes will continue to work as long as there is moisture present from the treatment. The longer the chemical can sit on or penetrate the surface, the better. Once the moisture has evaporated, the enzymatic process will stop. Make sure to use enough product to thoroughly saturate problem areas and allow the product to absorb into the material.



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