

Leading Eco-Friendly Floor Cleaner Provider, Gruene Steam, Unveils New Logo And Packaging

Gruene Steam, a popular steam mop provider, released new logo and packaging concepts. The new eye-catching logo has a fresh, natural appeal, and the packaging design showcases the many 'green' benefits of steam cleaning.

September 14, 2010 (FPRC) -- AUSTIN, TX -- Premier steam mop provider, Gruene Steam, recently unveiled newly redesigned logo and packaging concepts for its environmentally friendly floor cleaners. The new logo is crafted in a casual, handwritten script, complementing the product's fresh and natural appeal. In addition to the new logo, the steam mop packaging itself has been completely overhauled to include new product images as well as a pictorial breakdown of the steam mop's many uses.

With the clever catchphrase 'Go Gruene,' the attention-grabbing packaging mostly features a unique black, white and green color palette to emphasize the many green aspects of steam cleaning. A large part of the new packaging design also showcases the '2-N-1' feature of the Gruene Steam mop. Unlike other steam mops which are traditionally only used for floor cleaning, the Gruene steam mop also easily converts into a handheld steamer with a variety of attachments for added versatility. Each steam mop comes standard with a garment hand tool, squeegee hand tool, multiple nylon brushes, a scraper nozzle, a wire brush and a direct jet nozzle. The wide variety of attachments allows the Gruene Steam mop to be transformed into a multi-functional household tool that can not only effectively clean floors, but also remove wallpaper, clean grills, steam wrinkles out of garments, clean tile and grout, clean golf clubs and more.

"The Gruene steam mop and steam cleaner is the number one leading '2-N-1' mop on the market today, which is why we wanted to make its functionality the focus of our new packaging design. From general household cleaning to tough, detail jobs, the Gruene steam mop is a safe, effective and environmentally-friendly tool, and we are pleased that our new logo and packaging concepts reflect these attributes," said Richard Baccus, President of Gruene Steam and ABC Vacuum Warehouse.

In addition to the multi-functionality of the Gruene steam mop and steam cleaner, the product eliminates the need for chemicals, expensive replacement pads and the traditional 'warm-up' period required by many competitor mops. Through the use of nature's disinfectant, steam, the Gruene steam mop and steam cleaner quickly and effectively cleans and sanitizes surfaces without harsh chemicals that could endanger pets and children. For added convenience, the Gruene steam mop and steam cleaner is compatible with any type of household cloth, making costly replacement pads unnecessary. Lastly, through modern technology, the product utilizes flash heating to immediately heat the steam to 212 degrees Fahrenheit without the need for a warm-up period commonly used with traditional steam mops.

"At Gruene Steam we are proud to offer such a unique cleaning solution, and we are even more thrilled that our new packaging designs are such an impeccable reflection of our product's many benefits," concludes Baccus.

About Gruene Steam:

Gruene Steam is a company that manufactures a green steam mop that users can turn into a hand held steamer for multi-functional steam cleaning. The product was born out of a desire for one simple household appliance that can clean and sanitize, without using harsh or harmful chemicals. Designed by Richard Baccus, the Gruene Steam 2N1 is available through a number of dealers across the United States and Canada.

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