



WES-CHEM'S MOSSBUSTER

SUPPLIER FILE
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BUSINESS ACTIVITY: manufacturers and suppliers of exterior cleansing products

PRODUCTS

The first product produced by Wes-Chem Products was Moss Buster and it is still the main item in the range today. This is a fast Action 4-in-1 that kills moss, algae, lichen and fungi, a versatile product that can be used on tarmacadam, concrete, footpaths, kerbs, tile and slate roofs, patios, decking, greenhouse glass, headstones, PVC, pottery and walls. It achieves quick control of these staining organisms and gives good control for up to one year after application and results can be seen in 90 minutes, although the makers point out that the period of control may be reduced slightly by high levels of rainfall. Company founder, Jason Leonard, is very pleased with the interest that has been shown in this product. "It is giving very good results and people are recommending it to others when they see how well it kills moss."

The company has added several other products to the range and has plans for new products in the near future. Concrete Buster is a concrete-cleaning product, designed to remove black marks and light algal growth. It has no bleach content and will not stain tarmacadam, should it get onto it. Stone-buster is a product formulated to remove dirt, soot and other soil marks from natural stone buildings while restoring its original colour and appearance. The cleanser penetrates the pores of the stone of paving or walls. It is water-based and biodegradable.

Fungi Buster cleans and removes red and green fungi on all masonry found on houses, kerbs and outside walls. This product will not discolour walls as it contains no bleach and acids. No scrubbing is required and it eliminates power washing.

Drain-buster is a drain and sewer cleaner formulated to unblock and clean drains, sinks and showers. This product is a non-fuming, non-acid liquid, easy to use and is no danger to pipe work. Floor-buster is a floor-cleaning product for use in removing heavy grime on all kinds of floors — tiles and wooden floors. It will not dull floor surface colour as it does not contain bleach or acids. It cleans, disinfects and deodorizes and it is biodegradable.

These products will be launched soon, as well as an oil stains remover that lifts oil from a porous surface, allowing the oil to be taken off as well as a product to clean gutters and sanitize household rubbish bins, and one for the removal of graffiti. Cleansing products for use on the farm, especially in milking parlours, are in development at the moment and will come under the brand name of Farmer's Friend.

In developing the existing commercial products, and the new ones in the pipeline, Jason is insistent: "A product has to do what it is supposed to do and if it doesn't people won't buy it — it's that simple. You can sell a bit of any product at the beginning but that will not continue unless the product delivers." Following collaboration with experts, the new products were developed and, are now manufactured, in the West of Ireland. The branding and brand styling is Jason's own and the names have been registered for use in the UK and Europe. Wes-Chem Products has launched this product range on the Irish market and is currently in talks with distributors in UK, France, Spain and Holland and in the near future will begin the process of commercializing the products in these countries.

The products are available in a range



of sizes, namely 650ml ready-to-use spray, 1 litre, 2.5 litre, 5 litre and 20 litre concentrate packs for dilution. The products are currently under trial to be fitted with a special safety cap which is currently under development which is being developed and manufactured in Ireland, the Guaranteed Irish symbol has been granted for all these products.

Jason is very positive for the future. "We have a great range of products, priced competitively and are manufactured in Ireland. All products are made in Ireland and that's the way it will remain. I'm very much for Irish products even if they are a couple of euro more expensive."

Wes-Chem Products has appointed Sligo-based Herron & Sons as

distributors of the Buster range of products and we are happy with the progress they are making with selling the product. Paul Kenny the general manager is a great guy and can't do enough to promote this product. Every day that passes we are getting our product into more outlets which is great for a new product on the market."

All expressions of interest by retail outlets are welcomed, says Jason, and delivery to any part of Ireland is possible at short notice. To order stock, please contact Herrons & Sons Ltd, Ballina Road, Ballisadare, Co Sligo Tel: 071-91 33100, email: Paulkenny@herron.ie, web: www.herron.ie

