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Carbona steps into the future with website relaunch

FAIRFIELD, NJ (Feb. 25, 2010) -- On Tuesday, iconic household cleaning manufacturer Carbona unveiled their newly redesigned website. With the site's clean look, easy navigation and updated features, Carbona will deepen its connection to its existing customer base and extend its visibility to appeal to a broader clientele.

New features include a comprehensive product catalog, highlighted promotions, store locator and an online store. Carbona has also introduced a section for stain removal tips with the option to email the stain expert staff, a mailing list that will give customers access to internet-only specials and a spotlight on new products that will keep customers abreast of company innovations and progress.

Now hosted by Network Solutions, Carbona's newly overhauled online store ensures order accuracy, shipping reliability and customer privacy. The store carries the company's full product line, including the highly popular "Stain Devils" stain removal collection.

"The online store is an indispensable resource for our clients," said Stefan Monz, business development director for Carbona. "It saves time for people who don't have time to go to the store, expedites the ordering process for anyone with a business account and gives people with limited access to retail locations the opportunity to experience our products."

In addition to the vibrant website relaunch, Carbona executives have hinted that the company will soon be tapping into the explosive social media market. "We're in the process of launching a major social media initiative," said Monz. "This is undeniably the direction in which consumer brands are going. We're excited and proud to be using these technologies to communicate with our clients, energize our brand and move Carbona into the future."



About Delta Carbena LP: Carbena has been synonymous with stain removal for over a century. From the 1870s to the 1990s, many people relied on Carbena Cleaning Fluid for spot removal and dry cleaning at home. In 1994, Delta Carbena L.P. was founded when the Carbena Products Company was bought by Delta Pronatura, a privately held German company that makes leading-edge stain removal products in Europe.

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