

BACTERIA AND DIRT: 4 STEPS TO RETURN YOUR CAR LIKE NEW



With Easter approaching, it's time for holidays! There will be a real booking boom and heavy traffic on the roads. In fact, many hours of travel are planned, especially for those who have chosen the car as a means of transport. Suitcases on board, a general check, a full tank and ... off we go!

But perhaps someone has forgotten to consider a not inconsiderable aspect: how long will he be forced to stay inside his car?

Beyond the specific cases, the theme of habits linked to the most widespread means of locomotion in the world was the subject of an interesting survey carried out in 2016 among a sample of Europeans at the wheel, then presented by Citroen at the Paris Motor Show. The study "My life in the car" ¹, in collaboration with the research institute CSA Research has found out that

on average Europeans spend 4 years and 1 month of their lives in cars.

Between Germany, Spain, France, Poland, Portugal and the United Kingdom, Italy is the country that does not go unnoticed because it exceeds the average, registering almost 6 years of life for a compatriot on board the four wheels, both as a driver and as a passenger.

Subject of the study, the most frequent behaviors taken during the life in the car: humming (4.955 times), drinking water or fruit juices (3.642 times), talking or mumbling alone (2.967 times), laughing (338 times) and arguing (219 times). A real microcosm that must first be... clean!

For this reason, the Allegrini team has selected **four essential steps to make your own car a healthy, clean and scented environment.**

1 Hygienic air conditioning filters



Watch the video tutorial

Over time, the formation of microorganisms in the air conditioning filter causes an unpleasant odor inside the passenger compartment. During the so-called spring cleaning that precedes the long journeys of the beautiful seasons, especially the warmer ones when condensation forms in the air conditioning system, it is the first thing to do if you want to give a good cleaning to the air you breathe in car. Such as? If you want to offer a valid product to your most demanding customer, then choose **Pure Air**. With this practical spray can, it will eliminate bad smells and the car will have a pleasant clean smell. Watch the video tutorial Operating it is easy, even for the less experienced.

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2 Hygienize the interior

There are 283 different types of bacteria for each square centimeter of car. This is stated by a study carried out by scientists from the Faculty of Biology and Sciences Biomedical Sciences at Aston University in Birmingham².

About 356 different germs on the gear lever, 850 on the dashboard. On the steering wheel? 629 units capable of forming colonies of bacteria.

It is in fact one of the dirtiest objects in the world: to make a comparison, it is dirty on average four times more than the tablet of a public toilet, twice more than the button pad of an elevator. This latest data was disclosed by CarRentals.com³, a web specializes in rental cars, which adds: 32% of the 1,000 users surveyed clean their own cars only once a year, while 12% never do.

Face horrified? Don't worry: with **Sandik**, driver and passengers are quiet until the 750ml of the bottle ends. Obviously to buy back. Its hydro-alcoholic combination of disinfectant detergent active ingredients is specific to eliminate bacteria from all surfaces (not only of the car).

3 Wash seats and mats

Often, to cause the proliferation of bacteria, we also take what we bring from the kitchen of the home: salty and sweet snacks crumble between the seats and under the mats, magnifying the number of bacteria, especially with the hot air conditioning with the heat of the sun. For these situations, those who choose **Tekno In** are on the safe side.

Specific for washing carpets and fabrics in combination with the use of extraction machines, acts on the dirt nestled in the fibers thanks to the excellent detergent and sanitizing power, respecting the color and making it more alive.

Finally, it releases a pleasant fragrance. After cleaning, **M-Sanitizer** is ideal for breaking down a wide spectrum of fungi, yeasts and bacteria present in the tissues, thanks to the antimicrobial agent present in the formulation. Prevents the formation of bad odors and prevents tissue degradation.

Better than that, there is none.



4 Perfume the interior

Last step: give a final touch with a special fragrance. Which? Difficult to choose, you would want to try all seven of them: the practical **Allfresh Box** car air fresheners release a pleasant fragrance throughout the cabin for a full 45 days. Just slightly unscrew the box and place it on the air vents. It is possible to vary the intensity of the fragrance by adjusting the air flow of the vents and unscrewing the lid of the box. The new fragrance that is added to the other six in the range is cherry, a sweet and welcoming fragrance that has already conquered everyone. For an elegant and exclusive car: **Allegrini Emozioni Italiane** in 30ml format. Practical and indispensable in its pocket version, it is ideal to spray on fabrics and in the passenger compartment. It neutralizes any type of odor thanks to the innovative formulation in alcohol suspension and gives a unique and unforgettable travel experience.

Wind of... Neos for the car

From Allegrini R&D laboratories, **Neos Prewash** is born, the new detergent for the prewashing of cars, first in a series of novelties branded 2019 and dedicated to the automotive sector.

With a high cleaning power, it achieves excellent performance in removing tough dirt such as grease, oily marks, sludge and smog. Among the many pluses of the product: the highly degreasing, delicate and easy to rinse foam and quality surfactants that do not release unpleasant odors. Also ideal for the prewash of tarpaulins, rims, wheels, engines and chassis. To be continued ...