

# POSITIVE RESPONSE IN COLORADO TO CANNABIS ODOR ELIMINATION PRODUCT FROM WINNING BRANDS



PK:[WNBD](#)

11/26/2014 [ACCESSWIRE]

**New York, NY / ACCESSWIRE / November 26, 2014 /** Winning Brands (OTC:PK - WNBD) [www.WinningBrands.com](http://www.WinningBrands.com)

There is growing interest in Winning Brands' joint venture commercialization of Blau Aire(TM) Turbo. [www.BlauAire.com](http://www.BlauAire.com). This is a patent-pending vapour sterilant to remove odors and diminish bacteria, virus, fungus and spores in enclosed spaces. One of the uses of Blau Aire being tested by Winning Brands is the reduction of lingering marijuana smell in places where it is preferable to restore a neutral atmosphere such as in dorm rooms, basements, garages, cars/limousines/RV's, clubs, etc.

Winning Brands CEO Eric Lehner confirms that positive testimonial feedback has been received from the licensed Colorado dispensary with whom a pilot project with Winning Brands is presently underway. The pilot project was first reported September 26, 2014 at the company's CEO Weblog [www.WinningBrandsCorporation.com/blog](http://www.WinningBrandsCorporation.com/blog).

Winning Brands has not yet made an official statement about the manner in which the pilot dispensary and Winning Brands will cooperate to commercialize the product within the sector. However, the practical nature of the testing that has been underway is now providing a growing number of persons with first-hand knowledge that results have been positive and thus likely to lead to some form of commercial cooperation.

First-hand affirmation of the usefulness of the Blau Aire(TM) Turbo device for reduction or elimination of lingering marijuana smell will be the foundation on which Winning Brands will build awareness of Blau Aire(TM) Turbo in the marijuana/tobacco user community.

Winning Brands is assembling a team to ramp-up social media presence for Blau Aire(TM) Turbo when commercial cooperation is announced for this sector, including in due course Tumblr, Instagram and several other social media platforms that have never been used by Winning Brands.

On November 20th Winning Brands also commenced test marketing of Blau Aire(TM) Turbo by e-mail broadcast to a cross section of smokers wishing to reduce lingering tobacco smell in enclosed spaces. Phase I of this program will carry on into December. Daily e-mail broadcasts are being evaluated on a continuous ("real-time") basis for key performance metrics of response by recipients to variations in ad content, subject line, hyperlink strategy, pricing, positioning, promotional incentives, etc. These variables are being adjusted during the test to determine which factors optimize results. Useful learning has already occurred as response rates are being enhanced through on-going adjustments. Winning Brands will comment by the end of December regarding the findings of the first e-mail test marketing program.

Winning Brands CEO Eric Lehner comments: "For the MJ market, we were looking for first-hand experiences from MJ users who are at arm's length to ourselves to work with the Blau Aire(TM) Turbo. Colorado is the natural setting for this because it provides a legal and convenient setting in which to make arrangements. Medical marijuana in other jurisdictions also provides such opportunities. The number of available and interested participants is large.

We are setting the bar high for ourselves; looking for enthusiasm rather than merely a lukewarm reception before we forecast anticipated financial benefit to Winning Brands from commercialization into this sector. That's why it is gratifying to hear high-energy anecdotal feedback coming through.

As an illustration, when a long term marijuana user has been smoking in his garage for 6 years and has tried a number of other possible treatments unsuccessfully for lingering odor – that sort of person's unreserved endorsement of Blau Aire(TM)Turbo matters. To hear from such qualified people that Blau Aire(TM)Turbo is the first treatment that solved their lingering marijuana smell problem is what our pilot project is all about – and it's happening. We are accumulating a portfolio of such feedback so that we don't have to waste time justifying the device's usefulness. Popular experience will speak for itself making it easier to get into various future commercial arrangements.

As far as the tobacco project is concerned – there are tens of millions of smokers in America. Lingering tobacco odor is negative to non-smokers and reduces resale value of cars and homes. Conventional household air fresheners have not been a total answer – they are too mild or mask the smell for a short time. A portion of the smoker market will appreciate trying a different (stronger) method to get rid of tobacco smell from the clothes in their closet, vehicles, their "cheating room" in the house, etc.

We just have to refine our methods to connect with this group on an affordable marketing basis to build momentum. Even a small penetration into this market population of over 40 million can add up to respectable dollars."

**ABOUT WINNING BRANDS CORPORATION:**

Winning Brands is a manufacturer of record for advanced environmentally oriented cleaning solutions. In addition to the joint venture commercialization of vapour sterilant [www.BlauAire.com](http://www.BlauAire.com) utilizing [www.Vappex.com](http://www.Vappex.com) technology, Winning Brands is the source of KIND(R) Laundry Products, 1000+(TM)Stain Remover, World's Most Versatile Cleaning Solution(TM), [www.1000Plus.ca](http://www.1000Plus.ca), Brilliant Wet Cleaning Solutions[www.BrilliantWetCleaning.com](http://www.BrilliantWetCleaning.com), and others through its subsidiary Niagara Mist Marketing Ltd. 1000+ Stain Remover is a multi-purpose cleaning solvent with unique desirable properties. 1000+ is available coast-to-coast in Canada in some of that country's largest retailers including Walmart, Home Depot, Lowe's, Canadian Tire, Home Hardware as well as a number of U.S. outlets. TrackMoist and ReGUARD4 are examples of industry-specific solutions from Winning Brands. TrackMoist enhances the performance of dirt surfaces used in sports and entertainment venues [www.TrackMoist.com](http://www.TrackMoist.com) . ReGUARD4 is a range of fire safety clean-up solutions for first responders gear.

Comments for Attribution:

Eric Lehner, CEO, WINNING BRANDS  
92 Caplan Avenue, Suite 134  
Barrie, Ontario L4N 0Z7

Tel: (705) 737-4062 Fax: (705) 737-9793  
[eric@winningbrands.ca](mailto:eric@winningbrands.ca)

*Safe Harbor: Statements contained in this update, other than those identifying historical facts, constitute "forward-looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934 and the Safe Harbor provisions as contained in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements relating to the Company's future expectations, including but not limited to revenues and earnings, technology efficacy, strategies and plans, are subject to safe harbors protection. Actual Company results and performance may be materially different from any future results, performance, strategies, plans, or achievements that may be expressed or implied by any such forward-looking statements. The Company disclaims any obligation to update or revise any forward-looking statements.*