

BusinessWeek

WESTERN DAILY PRESS, WEDNESDAY, JANUARY 10, 2007 - 21



Before and after: Ithiel shows that the results speak for themselves

Wall right now at the WDP

INDUSTRIAL chemist Ithiel Mogridge has developed a powerful, non-toxic water-based graffiti remover that does the job at half the cost of toxic and corrosive chemicals usually required. Too good to be true? We thought so - until she volunteered to remove a large piece of street art from a wall of the Western Daily Press and Bristol Evening Post headquarters.

Yate-based Ithiel's Action Products also include a range of environmentally friendly solutions and gels that remove the need for poisonous and potentially damaging chemicals to remove paint, grease, limescale - and even Artex. It turns Artex into a soft jelly like substance that can be easily scraped from walls and ceilings.

