Cataclean and ‘Clean Air Day’

Published: June 20, 2024

Author:

Online version: https://www.wheels-alive.co.uk/cataclean-and-clean-air-day/



Cataclean champions ‘Clean Air Day’

They tell us:

(Image and all words from Cataclean).

As the world prioritises cleaner air, the automotive aftermarket industry must step up to support emissions reduction efforts, says Cataclean, a leading brand in automotive additives, as it celebrates national Clean Air Day 2024.

Held on 20th June, Clean Air Day aims to raise awareness about the importance of clean air for health and the environment. The day helps to engage individuals, communities, and organisations to take action towards reducing air pollution and improving air quality.

With more than 41 million vehicles now on UK roads, the majority of market share goes to petrol and diesel vehicles*, so garages, workshops and motor factors should look to suppliers that are offering products that help to reduce emissions such as Cataclean.

Cataclean's 'all-in-one' engine cleaning products help to restore performance, improve fuel economy, extend engine component life and reduce emissions. Plus, as a 'pour and go' solution, it takes no time at all to add onto every job which in turn helps time poor technicians – and can provide an extra revenue stream.

William Jones, sales director at Cataclean, comments: "Cataclean is unique thanks to its ability to clean both pre- and post-combustion components. Unlike traditional fuel and exhaust cleaners that primarily focus on pre-combustion deposits, Cataclean offers a comprehensive solution that ensures thorough cleaning throughout the entire fuel and exhaust system."

Performance and efficiency robbing carbon build-up occurs as a natural by-product of combustion, more severe issues happen when this is left to accumulate over time, such as: blocked catalytic converters, dirty sensors and engine management lights.

Cataclean is carried with the fuel – removing deposits as it passes over components like the fuel injectors and upon combustion, Cataclean creates an acidic vapour of carboxylic acids which will clean the exhaust system including oxygen sensors, EGR valve, catalytic converter and exhaust.

Jones adds: “By maintaining cleaner fuel and exhaust systems, Cataclean not only enhances vehicle performance but also significantly reduces harmful emissions. This dual-action cleaning helps ensure that engines run more efficiently and cleanly, contributing to a reduction in the overall environmental footprint of vehicles.”

Jones continues: “In a world of eras, environmental sustainability is the era we’re living in. Products like Cataclean are not just beneficial, but essential. By offering a robust solution to the persistent problem of carbon build-up and emissions, Cataclean is helping to pave the way for a cleaner, greener future.”

You can find out more about Cataclean at https://cataclean.com/
* motorparc-vehicles-in-use-uk/