

The Copper River/PWS Marketing Association Best Practices • *Sanitizing Brailer Bags and Boat Surfaces*

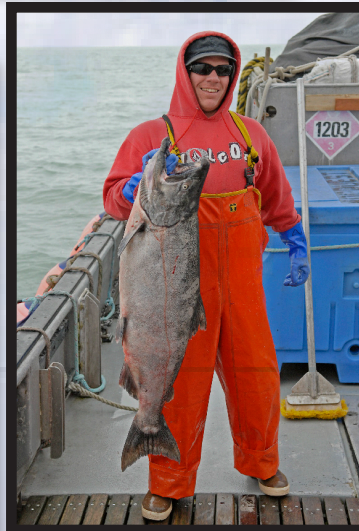
Published by the Copper River/PWS Marketing Association ©2009
www.copperrivermarketing.org

The **Copper River/Prince William Sound Marketing Association** encourages proper sanitizing of boats and fishing gear for quality enhancement. This information card is given to members in conjunction with a 16 ounce bottle of Mycro99%K Supreme Blend® from Pure Tech, Inc.

**QUALITY
COUNTS!**

MYCRO99%K SUPREME BLEND®:

- EPA-registered liquid sanitizer;
- safe, biodegradable, and environmentally friendly;
- kills 99.99% of bacteria on all contact surfaces;
- eliminates biofilm from food processing equipment;
- sanitizes water for ice machines;
- eliminates odors at the source.



DIRECTIONS for USE

Mycro99%K Supreme Blend® can be used several ways:

1. Spray directly on fishing gear, deck, and fish holds.
2. Dilute in water to soak brailer bags in your fish holds.

For maximum benefit, store
Mycro99%K Supreme Blend®
Out of direct sunlight.
Do not let it freeze.

TESTIMONIALS

"I spray Mycro99%K Supreme Blend® directly out of the bottle onto my ice and dilute it with water to clean my fish hold. The chlorine dioxide does a great job sanitizing."

**-Bill Webber
F/V Gulkana**

"The advantages of Mycro99%K Supreme Blend® are that it's more effective than bleach and it's environmentally friendly. It's what I use, I find it very effective."

**-Brent Davis
F/V Gizella**

MYCRO99%K SUPREME BLEND® By Pure Tech, Inc.
With questions or to order:
<http://puretechonline.com/>
1-800-427-3565 • puretech@puretechonline.com

WHY SANITIZE?

The fish you catch end up on someone's dinner plate. Make sure they are getting the best product possible by eliminating harmful bacteria from your brailer bags, fish hold and deck space.

Whether you use a liquid or granular product, proper sanitizing of your boat and fishing gear eliminates bacteria contamination and promotes fish quality.

BEST PRACTICES— SANITIZING METHODS

1. Flush all fish contact surfaces with fresh water or clean ocean water.
2. Scrub all fish contact surfaces with a brush and detergent—rinsing with fresh water or clean sea water.
3. Sanitize with a proper disinfectant solution diluted per package instructions—rinsing after 5-10 minutes.



KEEP YOUR BRAILER BAGS OUT of the HARBOR

Would you wash your dishes in the harbor? Soaking your brailer bags in harbor water exposes them—and your fish—to pollutants.

Don't rinse your brailer bags in the harbor.

Rinse your bags in the ocean and sanitize them in your fish holds.



MYCRO99%K SUPREME BLEND® is 200 TIMES MORE EFFECTIVE than BLEACH!

The active ingredient in Mycro99%K Supreme Blend® is chlorine dioxide which is not neutralized by organic load, pH, turbidity or water hardness. This is why Mycro99%K Supreme Blend® has been shown to be effective at 200 times lower concentrations than bleach.

- Chlorine works by adding chlorine atoms; this process creates carcinogens.
- Chlorine is also highly alkaline, so it has little antimicrobial activity.
- Chlorine dioxide, however, reacts with organics by *adding oxygen*. When this process is completed, the ClO₂ is reduced to the chlorite ion, Cl⁻, also found in sea salt and table salt—*no toxic by-products are ever formed*.
- Chlorine dioxide, when used at proper concentrations, is much less corrosive than chlorine.

CR/PWS
Marketing Association
beth@copperivermarketing.org
P.O. Box 199
Cordova, AK 99574
(907) 424-3459