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May 17, 2007

What's New for 2007? Check Out the Hot New Products Guide

Look for special exhibitor "Hot New Products" booth signs that will allow you to quickly and easily identify exciting new products making their debut at NRA Show 2007. The exhibit floor is bursting with new products and services and more new foodservice product introductions than any other event in the Western Hemisphere.

From state-of-the-art technology innovations and the hottest food and beverage trends to the current fashions in attire and design, the NRA Show's Hot New Products Guide is your "road map" of what's new on the Show floor.

Products will be added continually, so check back for new additions!

2007 exhibitors: The deadline to add Hot New Products was May 11. No additional entries can be processed.

For questions, e-mail astensson@dineout.org.

All information in the 2007 Hot New Products Guide will be provided by exhibiting companies. The National Restaurant Association cannot guarantee the accuracy of the information furnished, nor does a listing connote an Association endorsement or recommendation.

Companies with Hot New Products in the Category Equipment:

[Earth Alive](#)

Earth Alive will introduce RapidAll™, an all-in-one janitorial and sanitation cleaning solution that does not harm humans, animals or the environment and is certified NSF Class A1, CFIA in Canada, SCAQM, and LeapingBunny. RapidAll will do what traditionally harmful and dangerous acidic chemicals can do, such as heavy duty degreasing. It is exempt from all certifications such as OSHA, SARA Title III, CE MARK, WHMIS, HAZMAT, etc. It leaves skin soft, not dry, as if hand lotion were applied. It also eliminates stinky mop floor smell while cleaning grout lines as a rinse-free floor cleaner. At any dilution, it will not harm the surface or operator. It uses cool tap water, not hot. The Boston-based Green Restaurant Assn. just announced that it has endorsed all Earth Alive cleaning products. Earth Alive is the first cleaning product company the organization has endorsed. For more information on RapidAll, visit booth #1665SA.