

PRODUCTS

More sniff out new spray to kill the stench

By Craig Garrett
The Detroit News

Spraying a common deodorizer on a loaded cat box is like putting square tires on a car. You're not going very far with either.

Nok Out, a nontoxic spray made by Amazing Concepts LLC in Beaverton, north of Midland, kills odors so obnoxious that only fifth-grade boys talk about them.

"Any odor that a human being comes in contact with, Nok Out can get rid of it," says company spokesman Brian Gay. "Feces, skunk infestation, hospital smells, even dead bodies."

Dead bodies?

"We're talking with a couple of coroners' offices," he said.



A clear, non-odorous liquid, Nok Out breaks down chemical elements of the source. And rather than masking a bad smell like many household sprays, Nok Out leaves no telltale trace of the product or the offending smell.

The stuff works so well, in fact, the promoters of this year's Houston livestock show reported that for the first time in years the smell of animal dung didn't have its usual affect on the people passing through the gates, he said.

Donyelle Ven-

son, an employee with Summit Services in Oakland County, said her firm uses Nok Out to eliminate strong nursing home odors.

"When you sanitize the room and curtains, the smell disappears," she said. "It's amazing. I guess that's why we use it."

To order

Nok Out is available by calling Neo Products at (800) 560-0852. The cost is \$9.95 for a 16-ounce bottle; \$14.95 for 32 ounces.