



ROBERT CORAY

PROPRIETARY OWNER & MARKETER | "TKO" (TOTALLY KILLS ODORS)

EDUCATION: GRADUATE, SANTA CLARA UNIVERSITY (1971), BACHELOR OF SCIENCE IN COMMERCE.
AGE: 74 | **FAMILY:** MY WIFE, CINDY, AND I HAVE BEEN MARRIED FOR 43 YEARS. WE ARE VERY BLESSED WITH FOUR ADULT CHILDREN (JOSEPH, ANDREW, CASSANDRA, CANDACE), ELEVEN GRANDCHILDREN AND NINE GREAT-GRANDCHILDREN.

What I do:

TKO is a bio-enzymatic cleaner and odor eliminator that you can find at several retail stores across the Valley. Features include being a ready-to-use, all-in-one liquid usable on multiple surfaces for multiple purposes. It's all natural, biodegradable and eco-friendly.

How did all of this start?

From 1982-1994, to supplement our income, we started and operated a very profitable part-time carpet cleaning service business. We moved from Sacramento to Visalia in June 1990. Subsequently, from 1995 forward, we expanded our carpet cleaning service, cleaning equipment sales and TKO product sales to full-time status.

What inspired you to create your own cleaning product?

The process that we started with was steam cleaning. As our business evolved and grew, we transitioned to an encapsulation cleaning process with incredible results. The concentrated encapsulation product was a formulated combination of cleaning agents, isopropyl alcohol, and fiber protectant. This was the model for the creation of "Rugged Road Plus," our very own ready-to-use encapsulation carpet-cleaning product coupled with the addition of bacterial enzymes. In collaboration with our resourced chemical blending company, the next step was to package an enzyme based stand-alone product, thus, TKO was born. After job completions, offering a ready-to-use, enzyme-based, odor eliminating cleaner became a value-added winner. To date, the TKO Product Program continues to duplicate sales and profit. TKO is a quality product along with exceptional value that works.

How does it work?

I have my own coined phrase: "Pac-Man in a bottle that eats up all the badness in its path." Simply put, "bad" bacteria cause odors. TKO contains seven strains of all-natural "good" bacteria that produce seven powerful, job-specific enzymes that kill those lingering odors. In comparison, competitive brands have three to four strains.

Where can customers find TKO products?

My Shopify online store location is tkodors.com, where you can buy quart- and gallon-sized bottles. It can also be found in stores at Whitie's Pets in Fresno; Cost Less Vacs in Clovis; Kelley's Pets in Fresno; C & S Napa Auto Ag & Truck Parts in Oakhurst, Coarsegold, and Madera Ranchos; Heiskell's Feed Depot in Visalia; and Warehouse Direct in Visalia. Visit the website for more locations.

What are your goals with TKO?

Our ultimate goal is maximizing TKO sales to residential, commercial and institutional end users through the following networks:

- Shopify
- Warehouse direct delivery & will-call sales (Visalia location)
- Maintain an adequate supply channel to current authorized dealers and distributors
- Solicit wholesale distributors and retail dealer setups
- Solicit TKO sales and cleaning services, income opportunities/startups

What do you like about the Central Valley?

We have a history of providing quality sales and service here in the Central Valley from 1990 to today. The Central Valley business community supports and cares about its own. The Coray Family is proudly part of that ownership.

What cause/organization is close to your heart?

As a cancer survivor who lost two siblings to cancer, childhood cancer and cancer in general. Pet shelters, unhoused families (moms and babies), Alzheimer's and cognitive health. The list of support goes on as resources permit.

What was the best advice you ever received?

Be Kind, Be Wise, Stay Focused, and do one thing at a time as best as you can.

What do you like to do in your spare time?

Travel, camping, time with our children and grandchildren, family vacations, church functions.



“**BE KIND, BE WISE, STAY FOCUSED, AND DO ONE THING AT A TIME AS BEST AS YOU CAN.**”