

Oshkosh Business Heeds the Call to Help Out in Covid-19 Outbreak

Magica Rust Remover to Produce New Hand Sanitizer

By Susan Williams Everhard



(Left to right) Magica's General Manager, Bob Everhard, his wife, Susan Williams Everhard, their son, Rusty Everhard, and Susan's brothers Russ Williams and Chuck Williams.

Like most families here in Oshkosh and around the world, the corona virus pandemic has had a sudden and profound impact on our daily lives. Our local schools and most businesses have been ordered closed by our state government. The daily news, full of ominous warnings about shortages in medical supplies and the threat to our health providers, is like a zombie apocalypse movie that is about to get worse!

I was obsessing recently about how there is already a shortage of hand sanitizer and, of all things, toilet paper! We live in the "paper valley" (home to some of the largest paper manufacturers in the nation) and we can't even buy toilet paper?

My husband, Bob, is a very resourceful "Eagle Scout" type of guy, (the Boy Scout motto is "Be Prepared"). He searched the internet and found a website from the World Health Organization (WHO) on how to make your own hand-sanitizer. It's a rather simple formula, *if* you can find the correct "ingredients".

Coincidentally, our family has owned a small manufacturing company here in Oshkosh, called Magica Rust Remover, that my parents, Russ and Jeannette Williams, founded 30 years ago. We manufacture the Magica Rust Remover's "secret formula" in our warehouse; then we bottle it, label it and ship it worldwide to wholesale vendors.

Bob suddenly had an epiphany: "Hey, the WHO formula for making hand sanitizer is mostly high-proof (75% or higher) isopropyl alcohol. We have a 55-gallon drum of it at the warehouse." Thus, our new Magica Hand-Sanitizer product was born. We have been testing it and refining the mixture to contain above the required 75% isopropyl alcohol content.

There are also some bogus formulas circulating on the internet that recommend Aloe lotion mixed with rubbing alcohol, which does not contain a high enough isopropyl alcohol content to be effective.

We have diligently copied the WHO formula, and have begun bottling it. As we can ramp up production, we will begin distributing Magica Hand Sanitizer in Oshkosh and surrounding areas. We want to help our community fight back against this invisible enemy.

If each of us, in our own way, tries to help each other through this crisis, as a community we will prevail. A list of Magica Hand Sanitizer retail vendors will be added to our website soon, or you can order on-line at www.magicarustremover.com. For more information, contact Magica Inc. at Info@Magicalnc.com or call 920-236-4233.

Now if only we could make some toilet paper!