

Happy Campers Takes Aim at the “Super Liquefaction™” Myth in RV Tank Treatments

New article exposes marketing hype behind enzyme-based RV products — and explains why odor control, not dramatic waste breakdown, is what really matters.



Medford, Oregon Oct 13, 2025 ([Issuewire.com](https://www.issuewire.com)) - Happy Campers, a leading name in RV tank treatment science, has published a new educational article titled “[Super Liquefaction™: Enzyme Tank Treatments, Marketing Hype, and Real Waste Science](#).” The piece dives deep into one of the most misunderstood—and most marketed—concepts in the RV world: the idea that faster “liquefaction” equals better tank performance.

While enzyme-based products often dominate YouTube demonstrations with flashy “dog food jar” tests, the article reveals that these displays have little to do with how RV holding tanks actually work. Happy Campers argues that true performance isn’t about how dramatic the breakdown looks, but how effectively a treatment neutralizes odor, prevents buildup, and maintains a healthy tank environment over time.

“A lot of RVers think their tank needs to look like a chocolate milkshake to be clean,” said Chris London of RV Campers LLC. “The truth is, what matters most is invisible — odor control; which is the original reason holding tank treatments were created. Secondary to that is smooth tank evacuation which requires stable chemistry. The goal should be to cut through the marketing drama with real science.”

The article includes visual comparisons between real black tank dumps treated with mineral-based versus enzyme-based products, showing that despite the hype, **both look nearly identical** in actual use — but only one consistently eliminates odor, works in temperatures above 90° and prevents

buildup.

“Super Liquefaction™” — A Term That Needed Debunking

Coined a little tongue-in-cheek by Happy Campers, *Super Liquefaction™* refers to the exaggerated rapid breakdown promoted by enzyme-based tank treatments. The company’s findings show that while enzyme reactions can make waste appear more fluid, they often leave behind biofilm and residue that can still trigger faulty tank sensors and persistent odors.

“We’re not anti-innovation — we’re anti-misinformation,” London added. “RV owners deserve facts, not foam.”

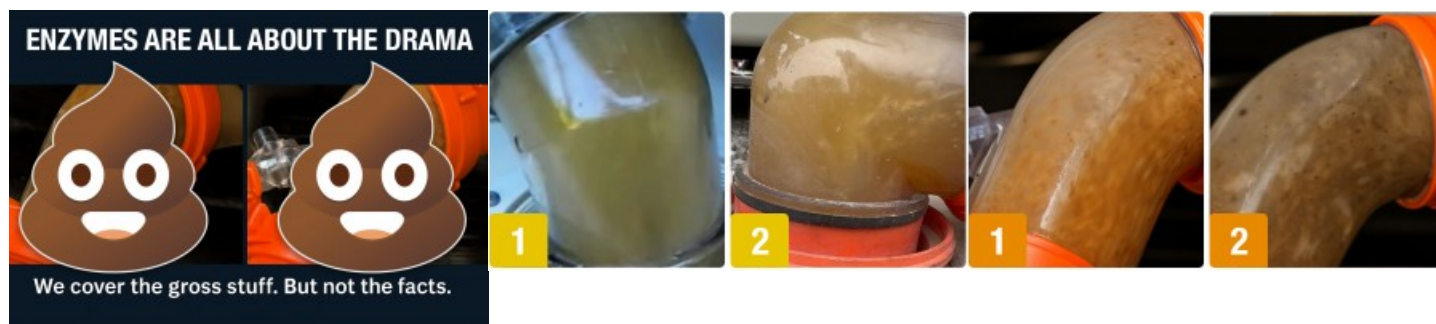
A Call for Smarter Tank Care

The *Super Liquefaction™* post is part of Happy Campers’ broader educational initiative to bring **real chemistry in odor control and waste management** back to the RV waste-care market. The company continues to advocate for evidence-based cleaning and odor control, while developing resources to help RV owners diagnose sensor issues, clean tanks safely, and prevent long-term buildup.

The full article — complete with real tank comparison images, science-backed explanations, and myth-busting insights — is available now at:

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<https://www.happycampers.store/blog/super-liquefaction-enzyme-tank-treatments-marketing-hype-and-real-waste-science/>



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