

eROI<sup>SM</sup>  
by Ecolab



# MAXX S

THE HIGH PERFORMING & HIGHLY  
SUSTAINABLE MAINTENANCE  
CLEANING PROGRAMME

**ECOLAB**<sup>®</sup>

Everywhere It Matters.<sup>™</sup>

# INTRODUCING MAXX S PROGRAMME



HIGH PERFORMING  
ECOLABELLED  
PRODUCTS



PACKAGING  
WITH 30%  
PCR CONTENT



TERRITORY  
MANAGER EXPERTISE  
& SUPPORT



OPTIMISED  
SUSTAINABILITY  
IMPACT



MAXX Brial S

## HIGH CONCENTRATED SURFACE AND GLASS CLEANER

- High cleaning results on glossy surfaces and floors
- Excellent material compatibility
- Streak free formulation
- Effective in low concentration (from 0.1%)
- No requirement for additional PPE
- Eco-labelled and packaging with 30% PCR content



## HIGH CONCENTRATED ACID SANITARY CLEANER

- Effective gel-acid-surfactant combination
- Excellent cleaning performance with effective descaling power and a pleasant scent
- Effective in low concentration (from 0.2%)
- Colour coding for clear usage identification
- Eco-labelled and packaging with 30% PCR content



MAXX Into S



MAXX Magic S

## HIGH CONCENTRATED ALL PURPOSE SUPER WETTING CLEANER

- High performance product for multiple applications
- Effective in low concentration (from 0.1%)
- Increases intervals between maintenance cleaning and offers outstanding cleaning results
- Low foaming for manual and machine cleaning
- Eco-labelled and packaging with 30% PCR content
- Removes dirt and grease quickly



## HIGH CONCENTRATED FLOOR CLEANER MAINTAINER

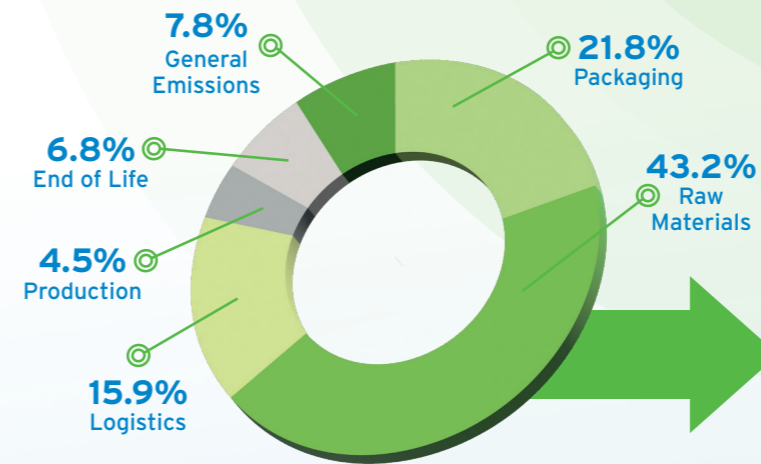
- Thoroughly cleans surfaces from traffic dirt and reduces dirt adhesion with regular use
- Removes scuff marks, repairs floor finish and restores initial gloss
- Certified according to DIN 18032
- Eco-labelled and packaging with 30% PCR content
- Effective in low concentration (from 0.1%)



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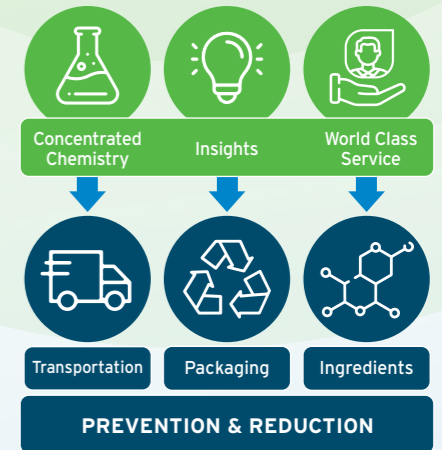


## CLIMATE FRIENDLY SOLUTIONS



Focusing on where we can have the strongest CO2 impact All Purpose concentrated cleaner<sup>\*1</sup>

## TOTAL IMPACT APPROACH



## PREVENT WASTE

- High concentrates delivering outstanding cleaning performance at low concentration (from 0.1%)
- Balanced blend of virgin and PCR resin to reduce weight and optimize the sustainability footprint
- Low dosing minimises costs, waste and reduces CO2 emissions due to less transport
- 100% Recyclable<sup>\*2</sup>

## PROTECT PEOPLE AND THE PLANET

- MAXX S offers a full range of no hazardous labelling, products which are safer to use and require less Personal Protective Equipment
- Comprehensive PCR packaging testing according to Code of Federal Regulations to surpass some of the highest packaging integrity standards
- Colour coded products for clear usage identification
- High material compatibility

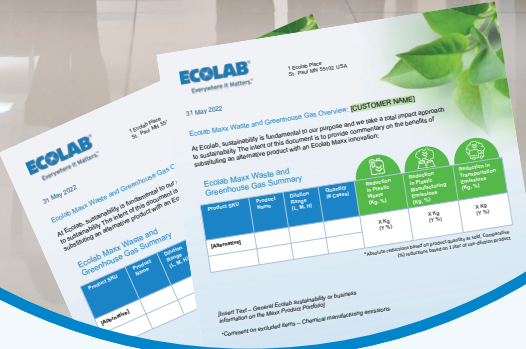


Everywhere It Matters.™

# POSITIVELY IMPACTING

## your brand by maximising hygiene standards

- Strong Sustainability credentials
- High product performance of MAXX S has a direct impact on your costs and the environment, because lower consumption reduces packaging waste and CO2 emissions
- One of the highest performing product ranges available<sup>\*3</sup>, partly with super-wetting effect
- Constantly high cleaning results to meet heightened hygiene awareness requirements
- eROI to create and measure value



### Outstanding performance at low concentration to minimise your waste and CO2 impact

- ✓ High Concentrated Super-wetting technology
- ✓ Balance of 30% PCR & Virgin Plastic
- ✓ EU Flower & Cradle-to-cradle certified

**1 LITRE**  
OF CONCENTRATE  
MAKES UP TO  
**1000 L**  
OF USE-SOLUTION



### EMMISSIONS

Reduces CO2 emissions associated with transport by approx. **62%**<sup>\*4</sup>



### ASSETS

High material compatibility



### HUMAN HEALTH

No hazardous labelling, products which are safer to use and require less PPE



### WASTE

30% post-consumer recycled material, MAXX S can reduce waste by up to **65%**<sup>\*4</sup>

For more information visit [Ecolab.com](http://Ecolab.com)

<sup>\*1</sup> External Analysis by Climate Partner, based on; Greenhouse Gas Protocol - Product Life Cycle Accounting and Reporting Standard, ISO 14067: Greenhouse gases - Carbon footprint of products - Requirements and guidelines for quantification, PAS 2050: Specification for the assessment of the life cycle greenhouse gas emissions of goods and services <sup>\*2</sup> depending on local recycling systems <sup>\*3</sup> products tested against various competitors (Gardner Test) <sup>\*4</sup> Based on MAXX Magic S 1 L at a dilution of 0.1% versus a comparable Ecolab product in a 1 L standard packaging at a dilution of 0.25%

