

Promote guest satisfaction and enable reduced cost and rework with a hardworking liquid laundry program



Laundry performance that helps optimize top- and bottom-line potential



THE DIFFERENCE OF SCIENCE-BASED HYGIENIC CLEAN.

Solutions designed to:



Effectively remove stains



Eliminate harmful pathogens



Leave a long-lasting, pleasant scent



Enhance the look and feel of linens



At least

22%

MORE EFFECTIVE

than a leading product at removing face makeup, blood and oily food stains¹



REDUCE
rewash rate
to **3-5%**

with a strong focus on stain removal²



86%

of linen rejects are due to stains and lack of whiteness
vs. **5%** due to wear and tear.³

1. Based on Ecolab internal test 2021, Ecolab Liquid Laundry Built Detergent and Tide 2X were tested at medium dose, 115F and 5 gpg water. Industry standard swatches used. Compared to Tide 2X, Ecolab Liquid Laundry Built Detergent is 22% more effective to remove oily food stains, 49% more effective to remove blood, and 27% more effective to remove face makeup.

2. Ecolab Liquid Laundry Program and Ecolab laundry experts, with strong focus on stain removal and rewash reduction, can help potentially reduce your rewash rate to 3-5%. According to Rewash: Money Down the Drain published in 2017 by American Laundry News, the national average reject rate is 3-5%.

3. Ecolab in Market Linen-Life Research, June 2014

Ecolab is proud to be a partner on Choice Hotels brand standard

Flexible, personalized service you can count on.



HELP PROTECT YOUR BOTTOM LINE

by beating stains and reducing rewash.

INSPIRE CONFIDENCE

with science-based, hygienic clean laundry.

PROMOTE STAFF & GUEST SAFETY

by achieving consistent results, day after day.

OPTIMIZE LAUNDRY OPERATIONS

with a simple 4-step program and expert training.

Ecolab Laundry Program



Clean

Designed to eliminate soils, reduce rewash and deliver confidence-inspiring protection for guest health with a science-based hygienic clean.

Ecolab Liquid Laundry Built Detergent

1 - 2.5 gal | SKU 6101848

1 - 5 gal | SKU 6101849



Destain

Beat tough stains with effective chemistry that helps deliver reliable and powerful stain-fighting performance across various laundry conditions.

Ecolab Liquid Laundry Chlorine Bleach

1 - 2.5 gal | SKU 6110261

1 - 5 gal | SKU 6115982



Soften

Delight guests, day after day, with exceptionally soft, like-new linens.

Liquid Laundry Premium Softener

1 - 2.5 gal | SKU 6102307

1 - 5 gal | SKU 6102172



Neutralize¹

Helps deliver skin-friendly linens and extend linen lifespan by effectively and efficiently neutralizing water conditions.

Ecolab Liquid Laundry Sour

1 - 2.5 gal | SKU 6114893

Ecolab Liquid Laundry Sour with Iron Control

1 - 5 gal | SKU 6102174



1. Optional add-on depending on individual property needs. Not required as part of the Choice Ecolab Laundry Program standards.

Learn more:

Contact your Ecolab Representative or email ChoiceLaundryProgram@ecolab.com