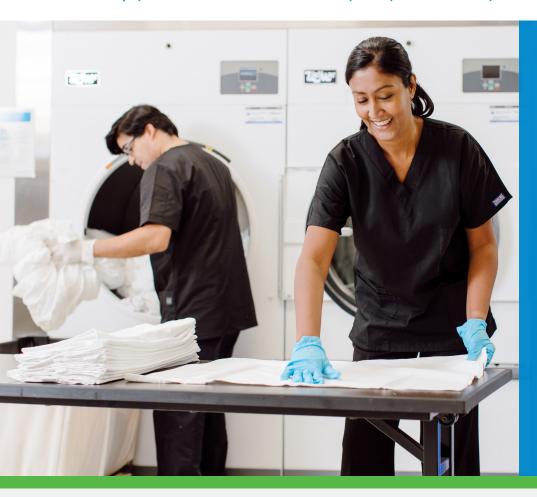
# Promote guest satisfaction and enable reduced cost and rework with a hardworking liquid laundry program



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



than a leading product at removing face makeup, blood and oily food stains<sup>1</sup>



with a strong focus on stain removal<sup>2</sup>



- 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 flood, 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 quest health with a science-based hygienic clean.

#### Ecolab Liquid Laundry Built Detergent

- 1 2.5 gal | SKU 6101848
- 1 5 gal | SKU 6101849





**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**





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





**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

