

Clean and White.  
Soft and Fresh.  
Safe and Sustainable.



SOLIDS CHEMISTRY

Aquanomic™ 2.0 Low-Temp Laundry Program



# Clean Linens Are a Top Concern



**90%**

**of travelers** avoid hotels labeled as "dirty."<sup>1</sup>



**77%**

**of laundry professionals** in the lodging industry said stain removal presents their biggest challenge.<sup>2</sup>



**80%**

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



<sup>1</sup> LateRooms, November 15, 2012.

<sup>2</sup> 2012 Ecolab Laundry Habits and Practices Study. Conducted by Satisfaction Management Systems. Reported in February 2013.

<sup>3</sup> Ecolab in Market Linen-Life Research, June 2014.

## Partner with Ecolab for White, Bright Laundry

Solve your laundry problems, reach your business goals and please your guests. Ecolab will help you address your toughest linen challenges, providing the best results while also reducing linen replacement and utility costs.

You can count on:

- **Technical expertise** to analyze your unique challenges
- **Actionable insights** to streamline laundry operations
- **Expert training** with job aids to educate your staff to improve efficiency
- **Local, on-site, emergency assistance** 24/7/365

# Enhanced Chemistry for a Higher Level of Clean

You want the clean, white, soft and fresh results guests expect – the first time linens are laundered. That means effectively targeting everyday soils as well as the toughest of stains. The Aquanomic 2.0 Low-Temp Solid Laundry Program offers consistently superior results that reduce rewash while extending the life of the linens.

Best-in-Class Results with Every Load			
 <b>CLEAN</b>	 <b>WHITE</b>	 <b>SOFT</b>	 <b>FRESH</b>
Achieve a greater overall clean the first time.	Get your linens white and bright by tackling graying and yellowing.	Keep your linens soft and touchable with Ecolab's industry-leading softener. <b>Up to 6x better on softness!*</b>	Provide a fresh, long-lasting scent that your guests will enjoy. <b>Up to 2x better on freshness!*</b>

\*Compared to nearest competitor in a third-party blind test.

## Zero In on **Whiteness**

The advanced Aquanomic formula targets the root cause of graying and yellowing, so you can feel confident in the consistency of your white linens.



Before Ecolab



40 Washes with  
Aquanomic 2.0



100 Washes with  
Aquanomic 2.0



# A Simple, Safe and Sustainable Approach

Solids chemistry provides unique benefits to enhance your laundry program.

Color- and shape-coded capsules **reduce likelihood of mixups**

Closed-loop, solid chemistry dispensing **reduces exposure to chemicals**

Out-of-product alarm **notifies staff**

Lightweight capsules result in:

**90%**  
**less physical strain<sup>1</sup>**

**74%**  
**less packaging waste<sup>2</sup>**



<sup>1</sup>Results of a comparative study "Liquid vs. Solid Products," commissioned between Ecolab and the Institute for Work Safety (IFA/St. Augustin, Germany).

<sup>2</sup>Waste savings on Solid Program vs. a traditional liquids program (three products: Detergent, Bleach and Softener, in 5-gallon pails) as the baseline.

## A Complete Laundry Solution

Our end-to-end solution is tough on stains, gentle on fabrics and extends the life of your linens.

### Aquanomic 2.0 Low-Temp Solids Laundry Program

Delivers stain-fighting power in safe and sustainable solid packaging.



### Stain Blaster™ Stain Management Program

Eliminates extra-tough stains and extends linen life.



# Savings Through Insights

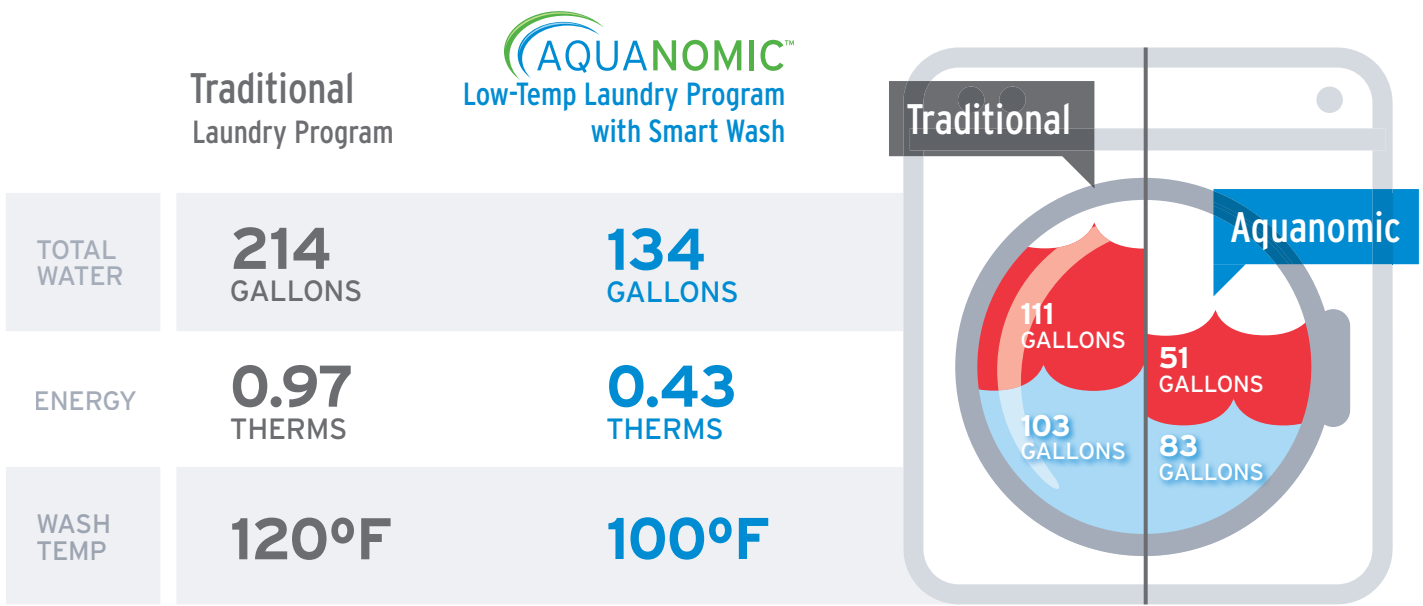
The Aquanomic 2.0 Low-Temp Solid Laundry Program delivers significant energy and water savings over traditional laundry programs, improving your bottom line.

**40%**  
water savings\*

**50%**  
energy savings\*

**20%+**  
reduction in linen  
replacement\*

Up to **\$9,500**  
total annual savings\*



HOT WATER COLD WATER



Water and energy savings tracked over time



Unit-level load count highlights total productivity










Reduction in rewash translates to tangible savings



\*Based on 160-room lodging property, 75% occupancy rate, 16 pounds of linen per room, 100°F versus typical laundry temperature of 120°F and national-average utility rates. Customer linen savings based on market linen research studies conducted April 2013 - December 2014, annual linen replacement data from over 700 hotels from 2011 - 2015.

# The Aquanomic 2.0 Low-Temp Laundry Solid Products

	PRODUCT	SKU/SIZE	NOTES
	Low-Temp Laundry Solid Detergent	<b>6101766</b> 4-9 lb.	Controls water conditions for optimal cleaning performance, delivering cleaner and whiter results
	Low-Temp Laundry Solid Sanitizer	<b>6100975</b> 2-4 lb.	Lengthens linen life by bleaching soils and preserving linen integrity, EPA Reg. No 1677-243
	Low-Temp Laundry Solid Clearly Soft Plus	<b>6101756</b> 2-6 lb.	Provides guests with the ultimate in long-lasting freshness and softness
	Low-Temp Laundry Solid Break	<b>6101759</b> 2-6 lb.	Can be used with detergent to remove the toughest soils and leave linens whiter
	Low-Temp Laundry Solid Iron Control Sour	<b>6101757</b> 2-6 lb. (3 <sup>rd</sup> ) <b>6101758</b> 2-6 lb. (4 <sup>th</sup> )	Protects linen life by bringing linens to a neutral pH in areas with high levels of iron in the water

	PRODUCT	SKU/SIZE	NOTES
	Stain Blaster Power Paks	<b>6100909</b> 12-1.2 lb. <b>6100910</b> 12-1 lb. <b>6100911</b> 12-0.5 lb.	Specialized chemistry to be used in the rewash/reclaim cycle to reclaim heavily stained linen such as makeup, sunscreen, lipstick, rust, etc.
	Stain Blaster Starter Kit	<b>6101110</b> 1 kit	Wall-mounted kit contains one bottle of the following Stain Blaster pre-spotters: Enzyme Boost, Grease Remover, Makeup Remover and Destainer



## Start Achieving Best-in-Class Laundry Results Today

Partner with Ecolab to make your laundry clean, white, soft and fresh.

Visit [www.ecolab.com/aquanomic](http://www.ecolab.com/aquanomic) to learn more or call **1.800.35.CLEAN**.