



Aquanomic Laundry Programme

The Safe and Simple Approach to Premium Results



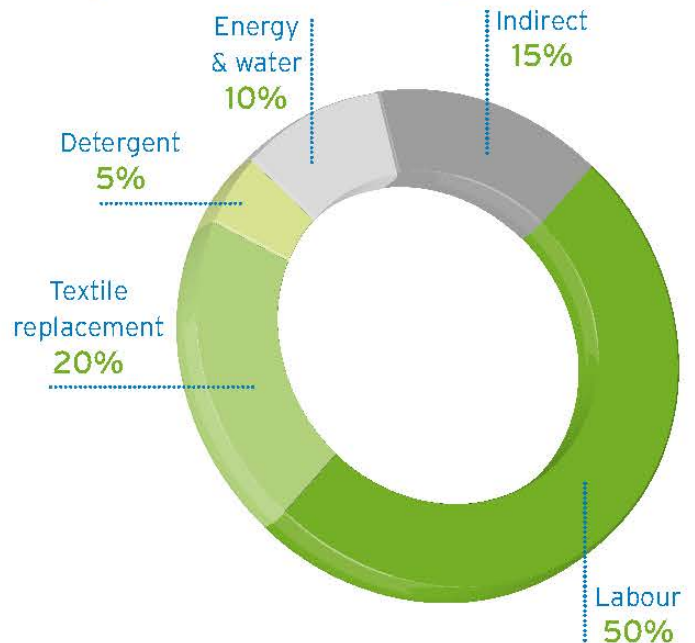
Did you know...70% of guests vote clean textiles among the top 3 factors of guest satisfaction*¹

We understand that cleanliness is critical when it comes to protecting your brand. Cleanliness impacts your guests' experience and perceptions, affects their loyalty and influences what they tell friends and family. That's why it's important to consistently deliver a clean and fresh first impression – improving guest satisfaction and helping increase your bottom line.

What do European laundry managers rate as important? ^{*3}

1. Consistent quality results
2. No equipment failures
3. Total cost reduction
4. Personally delivered service
5. Safety
6. Sustainability

Average cost allocation of a laundry process:



...detergent only counts for **5%** of the total laundry cost



IN GUEST ROOMS,
THE MOST IMPORTANT
ATTRIBUTE OF GUEST
SATISFACTION
IS **CLEANLINESS** ^{*2}

^{*1} Hotel School The Hague (Netherlands); Survey of 700 respondents over 5 European Countries

^{*2} American Hotel and Lodging

^{*3} OPL decision maker research - IPSOS/Ecolab, 2011

What if your laundry machine...

...provided **consistent**,
high quality results?

...could help reduce your
water and energy costs?

...made laundry **simpler**
and **safer** for you and
your staff?

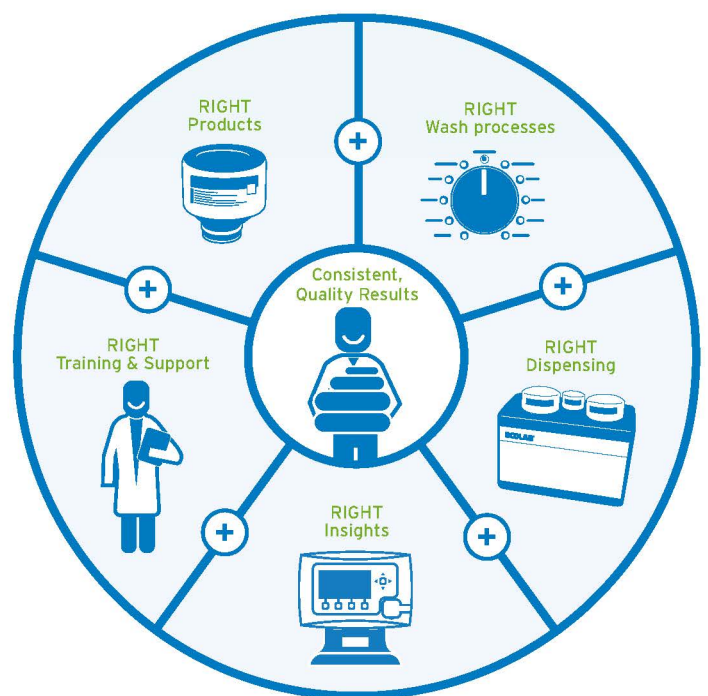
...gave you the **information**
to ensure **consistent results**?

...could **tell you** when
procedures weren't
being followed?

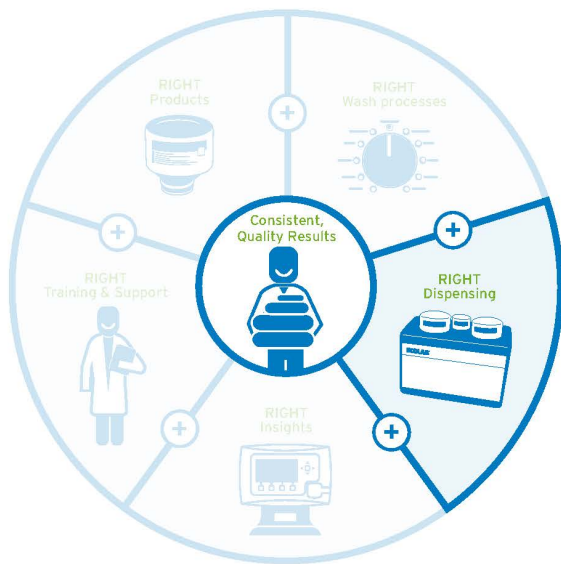
...cut packaging waste
by up to 70%?

...Introducing the latest
**REVOLUTIONARY
BREAKTHROUGH**
in **laundry innovation...**

AQUANOMIC™



Aquanomic dispensing



The Aquanomic system is an innovative new dispensing technology that delivers:

- ▲ Consistent and reliable results
- ▲ No costly downtime associated with peristaltic pumps
- ▲ A complete insight into your wash process offering valuable information including:
 - Wash counts
 - Date, time and formulas used

Easy Transport Lightweight capsule	100% Closed System reduced risk of burns, slips and chemical mixing
Ergonomic Handling 90% less physical strain	Waste Reduction 70% less packaging

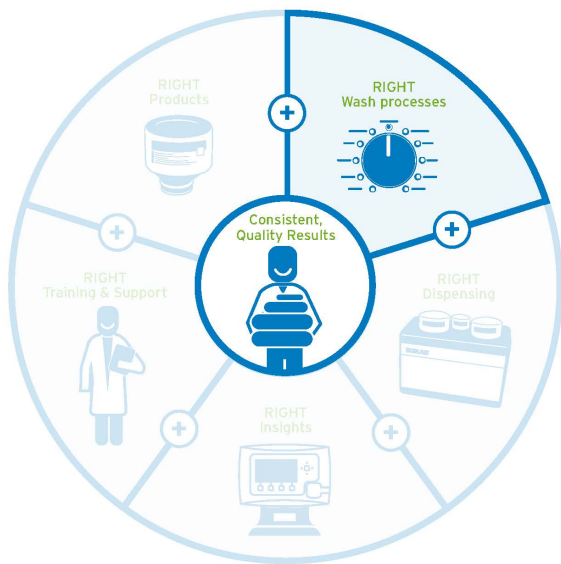


HANDLING
SOLID
CAPSULES
REDUCES
BODY STRAIN
BY UP TO
90%*



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

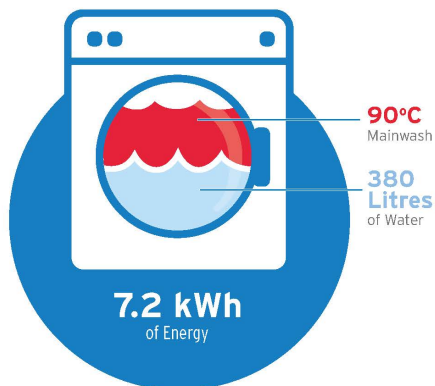
Aquanomic wash process



- ▲ Aquanomic enables great results with less water and energy
- ▲ Combined with Aquanomic chemistry, the Aquanomic wash process has the potential to reduce wash steps, water usage and water temperature
- ▲ Offers savings with every load - while delivering Clean, White and Soft results

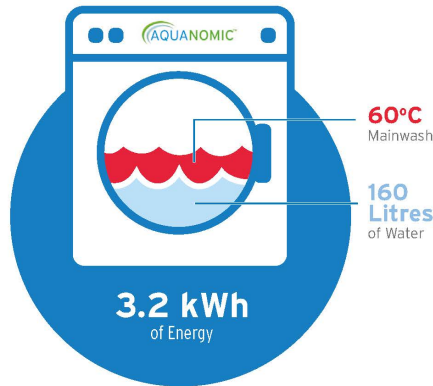
Traditional Laundry System with oxygen bleaching process

Typical 20kg Machine

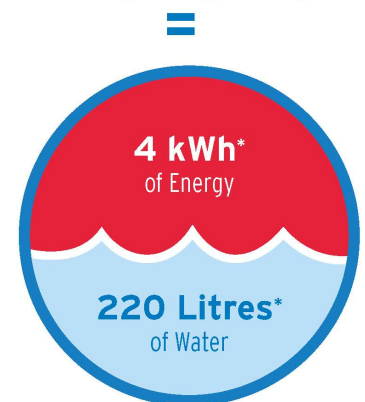


Aquanomic Laundry Programme

Typical 20kg Machine



Potential Water / Energy Savings



Talk to your Territory Manager to find out how Aquanomic can work for **you!**

**REDUCE water
& energy use...**
by up to...

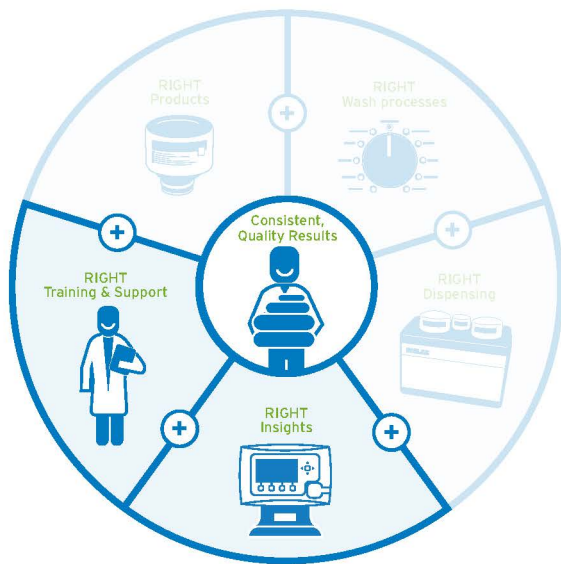
40%

* Based on internal testing on a programmable machine as part of Ecolab recommended wash process:
Traditional - 40°C Pre / 90°C Mainwash, cool down, 3 rinse steps.
Aquanomic - 60°C Mainwash, high speed extraction, 1 rinse.

THE PRICE OF
ELECTRICITY
ROSE BY 4.1%
IN THE EU
BETWEEN 2012
AND 2013

Source: Energy price statistics, Eurostat

Aquanomic intelligence and service



Key Metrics Tracked

- ▲ Conductivity of dispensed product
- ▲ Water temperature
- ▲ Number of cycles
- ▲ Load weight
- ▲ Number of loads washed



Actionable Reporting & Alarms

- ▲ Easy-to-read dashboard
- ▲ Pinpoint where and when issues occur
- ▲ Acoustic and visible alarms

...Service Personally Delivered

During regular service calls, Ecolab Territory Managers work alongside your teams to ensure they always safely follow the right procedures, use the right products and achieve the right results.

- ▲ Checks, observations, recommendations and actions made at critical points
- ▲ On-site training is provided to solve any problems
- ▲ Service calls are recorded on the Ecolab tablet PC
- ▲ Reports summarised and presented to show observations and actions taken

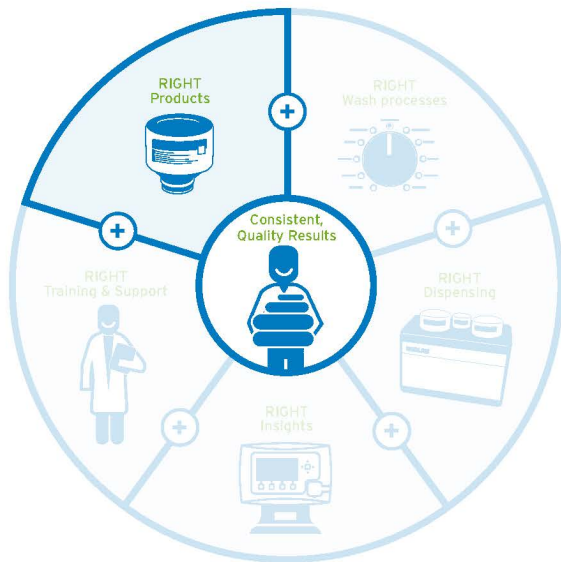


The Aquanomic solid laundry detergents are safer to use, easier to handle and more sustainable for my business

Executive Housekeeper, Sheraton Hotels and Resorts, Stockholm



Aquanomic products



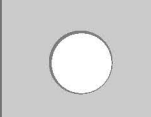







Safety and Control

- ▲ Shape coded
- ▲ Safe and easy loading
- ▲ 100% spill proof



THE AQUANOMIC SOLID LAUNDRY PRODUCT LINE

		AQUANOMIC SOLID DETERGENT	Phosphorus-free concentrated solid detergent is formulated to deliver premium results leaving linens whiter and brighter.	4,08 kg
		AQUANOMIC SOLID OXY - AVAILABLE FROM MID-2015	Provides colour-safe laundry destaining in a safe and stable solid formula for achieving optimum whiteness whilst maintaining textile strength and integrity.	1,36 kg
		AQUANOMIC SOLID DESTAINER	Solid destainer chlorine formulated to obtain highly effective bleaching power and excellent stain removal.	1,81 kg
		AQUANOMIC SOLID SOFT	Premium performance solid fabric softener with encapsulated, long lasting perfumes and leaving outstanding softness and antistatic touch.	2,72 kg
		AQUANOMIC SOLID NEUTRALISER	Solid neutraliser brings linen to a neutral pH. The phosphorus-free blend is effective for a wide range of conditions and on all common fabrics.	2,72 kg

Aquanomic helps to improve the **QUALITY, SAFETY, RELIABILITY** and **OPERATIONAL EFFICIENCY** of your Laundry

What can Aquanomic do for your operation?

- ▲ Simplify your laundry operation
- ▲ Control costs, maximise results and protect your brand
- ▲ Take your laundry operation to the next level with Aquanomic



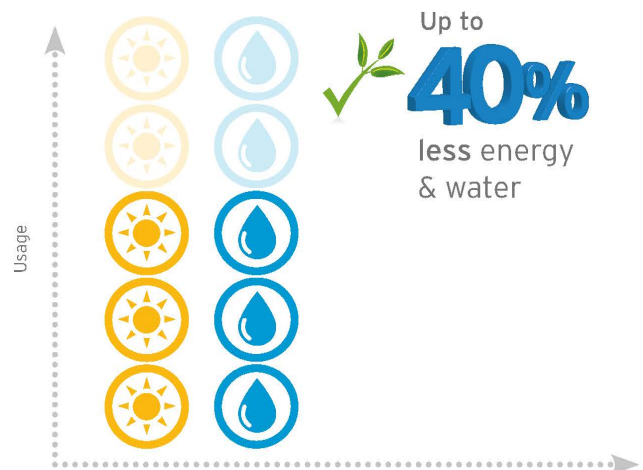
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environmental impact.



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