

Clean and White.  
Soft and Fresh.  
Results you can count on.



LIQUID CHEMISTRY

Aquanomic™ 2.0 Low-Temp Laundry Program



# Clean Linens Are One of Your Top Concerns



**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 to Elevate the Whiteness and Brightness of Your 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
- **Expert training** to educate your staff to improve efficiency
- **Flexible solutions** that can be tailored to achieve best results
- **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. The Aquanomic 2.0 Low-Temp Liquid 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 Complete Laundry Solution

Whatever your laundry needs and challenges, Ecolab can help. We offer an end-to-end solution that's tough on stains, gentle on fabrics and extends the life of your linens.

## Aquanomic 2.0 Low-Temp Liquid Laundry Program

Low-temperature chemistry delivers more stain-fighting power than the competition. Add Laundry Greasy Soil Remover to target tough, oily soils right in the laundry.



## StainBlaster™ Stain Management Program

Eliminate extra-tough stains and extend linen life with our collection of pre-treatment sprays and reclaim cycle Power Paks.



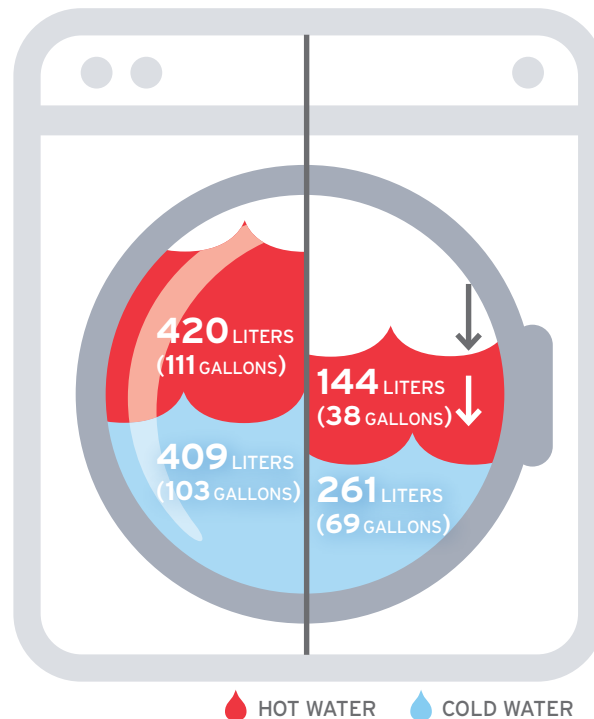
# Achieve Measurable Savings

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

<p><b>40%</b> water savings*</p>	<p><b>50%</b> energy savings*</p>	<p><b>87%+</b> reduction in linen replacement*</p>	<p>Up to <b>\$9,500</b> total annual savings*</p>
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## Traditional Laundry Program

<b>214</b> GALLONS	TOTAL WATER	<b>810</b> LITERS
<b>0.97</b> THERMS	ENERGY	<b>28.4</b> KWH
<b>120°F</b>	WASH TEMP	<b>48.9°C</b>



## AQUANOMIC™ Low-Temp Laundry Program with Smart Wash

<b>405</b> LITERS	TOTAL WATER	<b>107</b> GALLONS
<b>11.4</b> KWH	ENERGY	<b>0.39</b> THERMS
<b>37.8°C</b>	WASH TEMP	<b>100°F</b>



WATER



ENERGY



PROCEDURES











PRODUCTIVITY

## Innovative Insights That Streamline Your Laundry Operation

- Water and energy saving trends tracked over time
- Load count visibility to help optimize efficiency
- Continuous improvement through partnership with your Ecolab representative

\*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 Liquid Products

	PRODUCT	SKU/SIZE	NOTES
	<b>Low-Temp Laundry Detergent</b>	<b>6101186</b> 56.7L 15 gal	Controls water conditions for optimal cleaning performance, delivering cleaner and whiter results.
	<b>Low-Temp Laundry Builder</b>	<b>6101184</b> 56.7L 15 gal	When used with detergent, removes tough soils and leaves linens whiter time after time.
	<b>Low-Temp Laundry Destainer</b>	<b>6101182</b> 56.7L 15 gal	Lengthens linen life by bleaching soils and preserving linen integrity.
	<b>Low-Temp Laundry Clearly Soft Plus</b>	<b>6101178</b> 56.7L 15 gal	Provides guests with the ultimate in long-lasting freshness and softness.
	<b>Low-Temp Laundry Sour</b>	<b>6101180</b> 56.7L 15 gal	Protects linen life by bringing linens to a neutral pH.
	<b>Low-Temp Laundry Iron Control Sour</b>	<b>6101188</b> 56.7L 15 gal	Brings linens to a neutral pH in areas with high levels of iron in the water to protect linen life.
	<b>Laundry Greasy Soil Remover</b>	<b>6101190</b> 18.9L <b>6101191</b> 5 gal	Highly concentrated detergent additive removes tough, oily and greasy soils on synthetic fabrics, excellent on F&B soils (optional product).
	<b>StainBlaster Starter Kit</b>	<b>6101110</b> 1 kit	Wall-mounted kit contains one bottle of the following StainBlaster pre-spotters: Enzyme Boost, Grease Remover, Makeup Remover and Destainer (optional product).



## 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**.