

# WC lemon



## Sustainable development and production



### EMAS:

- Continuous improvement of environmental performance
- Annual sustainability report
- Energy and water management
- Social Fairness



### DIN ISO 14001:

- Continuous improvement in reducing waste and CO2 emissions, and saving of energy, water and material consumption



### ISO 50001:

- Continuous improvement of energy management: performance, efficiency, security, use and consumption



### A.I.S.E.-Charter:

- Safe and sustainable manufacturing of cleaning products



### DIN ISO 9001:

- Continuous improvement of management processes and customer satisfaction
- Established quality management system in product development and production

## green-Effective<sup>®</sup> Toilet Bowl Cleaner Lemon

### ■ Eco-efficient performance with eco-effective product design

User and environmental safety at the highest cleaning performance



- First *Cradle to Cradle*<sup>™</sup> Gold certified range in the cleaning industry
- Certified with the European Ecolabel (DE/020/031)
- Registered in the positive list of „DIE UMWELTBERATUNG“
- Complete abandonment of toxic and harmful materials
- Outperforms other products at lower use concentration

\*Cradle to Cradle Certified<sup>™</sup> is a certification mark licensed by the Cradle to Cradle Products Innovation Institute. The product has been Cradle to Cradle Certified<sup>™</sup> at the Gold level, packaging meets Silver level requirements without the "foam-sprayer" not assessed, contains no banned materials.

### Complete biodegradability



- WC lemon with all its ingredients is totally biodegradable and has proven this important property in an accredited mineralization test according to OECD 302 B standard\*

\*for more information please visit [www.wmprof.com](http://www.wmprof.com)

### Intensive use of renewable resources – continuous increase of the reutilisation score



- Production under extensive use of renewable raw materials and energy using to 100% hydroelectric, solar and geothermic power
- Production widely independent of crude oil: 87% of organic carbon processed in WC lemon originates from renewable plant resources which enables a production that is widely independent of crude oil
- Active water stewardship maintaining an own fresh and waste water treatment

### Full transparency - complete ingredient declaration

<5% anionic surfactants (sodium laureth sulfate), perfumes  
Specific ingredients: water, citric acid, xanthan gum, food colour (E 104)

### Traditional German quality - driving your durable business development



- More than 25 years pioneer in sustainable product development
- Smart hygiene solutions ensuring profitable growth
- Trusted brand

### Professional user training and on-site support for Sustainable Hygiene Solutions



- Comprehensive knowledge transfer through qualified cleaning consultants
- Customized hygiene plans and cleaning recommendations optimizing your business and cleaning procedures
- Increased service value and strengthened company reputation



# WC lemon



## green-Effective® Toilet Bowl Cleaner Lemon

- Viscous consistency ■ Easy-to-use ■ Safe application

### Product profile

- WC lemon is an acid toilet bowl cleaner, which effectively uses the natural acid of lemons. Respecting the biological cycles, it cares for people's health and cleaning staff's safety.
- Meanwhile enhancing the work safety, WC lemon shows outstanding cleaning performance due to its viscous formulation and effectively removes all common soils from urinals and toilet bowls.
- The special bottle with angled neck assures a fast, direct, easy and safe application.
- Majorly composed of renewable resources, WC lemon takes on the responsibility for future generations.

### Area of application

- WC lemon is suitable for the cleaning of all toilet bowl, urinal and bidet facilities.

### Application and Dosing



Dose in relation to application and degree of soil. Follow below instructions.



concentrated

**Maintenance cleaning:** apply directly into the bowl and under the edge. Leave for a few minutes (overnight for persistent soiling), brush it briefly and rinse.



### Product safety, storage and environmental instructions

**Safety:** For professional use only. Keep away from children. Do not mix with other products. Test material compatibility before use. For further information, see Safety Data Sheet.

**Storage:** Store at room temperature in the original container.

**Environmental:** Only give completely emptied packaging in the recommended waste container. Proper dosing saves costs and minimises environmental impact.

#### Sales units

Order No. 712510 10 x 750 mL

#### Your trusted partner on site

**IVEC**  
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pH-Value

