

Helps Beat Stains and Reduce Rewash

Liquid Laundry Built Detergent

Powerful liquid built detergent breaks up stains and promotes care and quality with clean and white linens.



- ▲ Reduce rewash through effective stain removal¹
- ▲ Safe to use on whites and colors
- ▲ Dye and fragrance free

¹Ecolab 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%.

²Based 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 blood, and 27% more effective to remove face makeup.

At least 22% more effective than a leading laundry product to remove **FACE MAKEUP, BLOOD** and **OILY FOOD STAINS**²



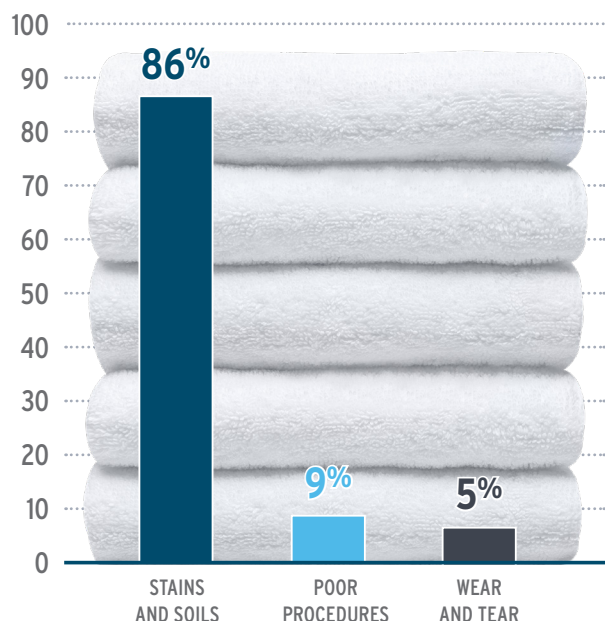
Targets biggest challenge of laundry professionals¹ and the #1 reason for discarding linens² – **STAINS**

More effective than a leading laundry product to remove 3 common soils:³

- 49%** more effective to remove **BLOOD**
- 27%** more effective to remove **FACE MAKEUP**
- 22%** more effective to remove **OILY FOOD STAINS**

*Our powerful stain-fighting detergents **help remove stains** and **restore whiteness and brightness.***

REASONS FOR DISCARDED LINENS²



PRODUCT	SKU	PACK SIZE
Liquid Laundry Built Detergent	6102278	18.93 L
	6102447	56.78 L

¹ 77% of laundry professionals in the lodging industry said stain removal presents their biggest challenge. 2012 Ecolab Laundry Habits and Practices Study. Conducted by Satisfaction Management Systems. Reported in February 2013.

² Ecolab in Market Linen-Life Research, June 2014

³ 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.



Color-Coded Safety

Color-coded chemistry and packaging promote safe operation and easy employee training by eliminating product confusion.

Contact your **Ecolab Representative**, call **1 800 35 CLEAN**, or visit **www.Ecolab.com** for more information.