



The next generation in natural cleaning



RENEWABLE
RESOURCES



PLANT-BASED
TECHNOLOGY



MADE IN
THE UK



The power of nature, accelerated by
science and innovation, creating natural
cleaning solutions for a sustainable future.

Cleanline Pure is an exclusive brand of Bunzl UK & Ireland



What makes Cleanline Pure a natural choice for cleaning?

The Cleanline Pure range is made up of probiotic, enzymatic and lactic acid-based technology, all of which encompasses the power of nature to successfully tackle a wide range of cleaning and disinfecting tasks, whilst minimising impact on the environment.



Cleanline Pure products are produced and bottled in the UK by manufacturers accredited with environmental standard ISO 14001

Why is natural cleaning better for the planet?

The chemicals we use every day at home and at work end up in our waterways and oceans, and even inside our bodies and organs. Although the water, soap, detergents and disinfectants we wash down the sink or flush down toilets pass through water treatment plants, some of these chemicals manage to get through the net, causing harm to aquatic plants and animals. For example, phosphates trigger algae growth, which reduces the oxygen level in lakes and rivers, reducing biodiversity and killing marine life.

Other traditional cleaning chemicals can stunt growth or cause infertility in animals. Furthermore, the production of these synthetic chemicals is energy-intensive, releasing large volumes of carbon dioxide, a well-known greenhouse gas that contributes to global warming. Our range of Cleanline Pure professional cleaning products do not contain quaternary ammonia (QACs or 'quat'), parabens, triclosan, chlorine, bleach or any other harmful ingredient that is not found in nature.

Cleanline Pure
uses the power of nature,
accelerated by science
and innovation, creating
natural cleaning solutions
for a sustainable future



What is lactic acid?

Lactic acid is an organic acid that has biocidal efficacy, which means it has the ability to eliminate harmful pathogens. The use of this naturally-derived natural ingredient is becoming widely used because its efficacy for germ-kill, and its kindness to surfaces, equipment, and skin. Our lactic acid-based Cleanline Pure products do not leave harmful or sticky residues on surfaces, unlike many traditional actives such as quat, that need the additional rinsing process.



What are probiotic products?

Probiotic cleaning uses natural friendly bacteria that has no detrimental impact on land and sea life. Cleanline Pure probiotic products are made using Bacillus bacteria which, in some cases, even promotes healthier environments. Microbial products have the added benefit of a reduction in allergens which is particularly important in a working environment as well as at home.

The core values



Unique market-leading innovation for a sustainable future, offering complete peace of mind.

PRODUCT



VEGAN FORMULATIONS

- ✓ Formulations are vegan - no animal-derived ingredients
- ✓ The bacillus used in Cleanline Pure is derived from plants and not animal sources
- ✓ Not tested on animals



RENEWABLE RESOURCES

- ✓ Raw ingredients are sourced from renewable resources and the small percentage that is not is offset
- ✓ Do not contain petro-derived ingredients, including surfactants
- ✓ No palm oil is used



PLANT-BASED TECHNOLOGY

- ✓ Ingredients are plant-derived from renewable resources and not petro-chemicals, reducing demand for fossil fuels
- ✓ All fragrances are 100% naturally-derived essential oils



TESTED & CERTIFIED

- ✓ Sanitisers are externally tested and approved by third party independent and accredited labs
- ✓ Biocidal efficacy contact time is market leading at 30 seconds for bactericidal and virucidal
- ✓ All sanitisers conform to EN 1276 (bacteria) and EN 14476 test standards (viruses).



NON-TOXIC PRODUCTS

- ✓ Non toxic to human health
- ✓ Non toxic to animal life
- ✓ Non toxic to soil and its nutrients
- ✓ Non toxic to aquatic health
- ✓ Ingredients do not promote algal bloom



MADE IN THE UK

- ✓ Manufactured and bottled in the UK minimising the carbon footprint

The core values



A carefully considered product life-cycle to ensure the creation and disposal of product packaging is in line with our journey to reduce carbon emissions.

PACKAGING



END OF LIFE

- ✓ Individually labelled with end-of-life instructions for disposal
- ✓ Trigger heads contain no metal parts and are recyclable along with the bottle
- ✓ All containers and bottles are recyclable
- ✓ Bottle containers can be easily rinsed and placed in mixed recycling to be identified and segregated at an MRF (Mixed Recycling Facility) and re-entered into the supply chain



EASY TO USE

- ✓ Available in concentrate for best cost in use or ready-to-use formats for optimal performance and efficiency
- ✓ No hazard classification in use, meaning training is reduced
- ✓ Supplied with guidelines for safe handling and recommended dilution for optimum performance



RECYCLED PACKAGING

- ✓ All recycled packaging is sourced and made from the UK
- ✓ We aim to use 100% (PCR) Post Consumer Recycled materials for our packaging where possible but guarantee that our containers are always at least 50%

The Cleanline Pure range gives you everything you can expect from a range offering environmental benefits, with the added reassurance of market-leading performance and efficacy.

Research-led and naturally-derived

Market-leading contact times
for disinfection with significantly
reduced carbon emissions



Cleanline Pure biocidal products
are tested in UKAS accredited
independent laboratories

Our commitment to full transparency

Our suite of Cleanline professional cleaning products prides itself on offering customers complete and transparent test data for all its biocides. Promoting transparency, Cleanline Pure is no exception, with market-leading contact times for disinfection and groundbreaking concentrations that bring efficiencies and cost savings to your business, whilst significantly reducing the carbon emissions associated with transporting heavy ready-to-use products.



What does full transparency look like?

Many cleaning products do not list the important details of their test data, such as the test conditions or contact time. Cleanline prides itself on being completely forthcoming with all of this important information. This enables customers to see the true efficacy of the product and understand the correct process to ensure the required biocidal activity for their environment.



What to look for when checking biocidal product test data

When checking and comparing efficacy test data for professional cleaning products, always ask your supplier for the following 4 things:

1. **A test certificate** (not statement) from a UKAS accredited independent laboratory. You can check via www.ukas.com
2. **The Contact time.** This is vital for understanding if the product will suitably disinfect the surface or equipment you need to clean in the time it takes for the cleaning task to take place. For example, if the surface needs to stay wet, you will need to know how long to leave it wet before wiping or rinsing it off so anything above 5 minutes is unrealistic..
3. **The test conditions** will have been done in either dirty or clean conditions. You will need to know because if the test is done in clean conditions, you will need to pre-clean for the specified contact time to be applicable.
4. Whether the test conditions meet those defined by **Biocidal Products Regulation (BPR, Regulation (EU) 528/2012)**



Biological-based cleaning products



Probiotic professional products work with biology, not against it, and provide an alternative to traditional cleaning chemicals

Contain beneficial microbes that reach deep into surfaces

PROBIOTIC

- Probiotic products are non-toxic and the continued use provide a safe and efficient choice for cleaning in professional environments.
- Biological-based cleaning products contain natural beneficial microbes, which reach deep into surfaces and offer long-lasting cleaning results.
- The application-specific beneficial bacteria have been selected to releases enzymes that an effective long-term approach to odour control and degradation of organic compounds such as grease, fats, proteins, starch and sugars.
- Unlike traditional chemical cleaners, probiotic products do not 'strip' surfaces of bacteria. Instead, the Cleanline Pure range inoculates surfaces with beneficial bacteria that continue to work long after the product has been applied.
- Cleanline Pure probiotic cleaning products are full of beneficial bacteria which penetrate deep into surfaces, naturally degrading dirt and odours and help to prevent the invasion of harmful bacteria.



Concentrated cleaning products



Diluting concentrated products at point of use into reusable trigger bottles reduces unnecessary single-use plastic waste

CONCENTRATED

- By reducing the transportation of water, Cleanline Pure concentrated products reduce carbon emissions by up to 98% compared to ready-to-use products.
- Due to its highly concentrated formula, one Cleanline Pure 5 litre concentrate can produce up to 333 ready-to-use trigger bottle solutions, providing great economy in use.
- Cleanline Pure concentrated products are diluted at point of use into re-usable trigger bottles reducing unnecessary single use plastic waste.
- 5 litre Cleanline Pure containers are manufactured in the UK from 50% recycled polymer. When empty, the container can be recycled and should be rinsed, label removed and placed in mixed recycling to be identified and segregated at a MRF (Material RPUREvery Facility).
- Cleanline Pure concentrated products do not require specialist safety transportation packaging and are not classified as hazardous for transport.
- Cleanline Pure concentrated products are highly versatile and can be diluted according to cleaning task.
- Cleanline Pure concentrated products reduce storage needs and maximise space.
- Lasting several weeks or months depending on operational requirements, Cleanline Pure concentrated products need ordering less often, so reduce the risk of being out of product.



Concentrated cleaning products



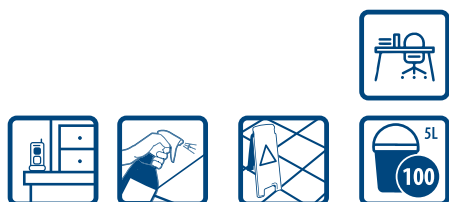
Cleaner Sanitiser Concentrate **CL1113**

Cleanline Pure Cleaner Sanitiser Concentrate is a concentrated non-fragranced natural active based sanitiser for dual action cleaning and disinfection of all hard surfaces.

- ✓ Fragrance-free and non-tainting in use; suitable for use in kitchens and on food preparation surfaces.
- ✓ Dual-action cleaner and sanitiser formula cuts through grease and dried on food soiling.
- ✓ Independently tested & verified to be effective against bacteria & enveloped viruses in just 30 seconds, as defined in EN1276 and EN14476.
- ✓ Contains natural antimicrobial active ingredients.
- ✓ Contains no quaternary ammonium salts, dyes or phosphates. No rinsing necessary, saving water and cleaning operator time. Only 30 second contact time.



Cleaner Sanitiser Concentrate 2 x 5 Litres (CL1113)	N08740
T2 Cleaner & Sanitiser Refill-and-Reuse Bottle Only (CL9002)	P09263



Probiotic Multi-Purpose Cleaner Concentrate **CL1066**

Cleanline Pure Probiotic Multi-Purpose Cleaner Concentrate is an effective environmentally responsible concentrated multi-surface cleaner to remove grease, fats, proteins, starch and sugars, that build up on hard surfaces over time.

- ✓ Bio-based ingredients from renewable resources to reduce impact on the environment.
- ✓ Removes malodours at source and replaces with a fresh ocean fragrance, creating a more pleasant environment for guests and customers.
- ✓ Residue-free - No rinsing necessary, saving water and cleaning operator time.
- ✓ Continues to work whilst soiling is present.



Probiotic Multi-Purpose Cleaner Concentrate 2 x 5 Litres (CL1066)	N08745
T1 Multi-Purpose Cleaner Refill-and-Reuse Bottle Only (CL9001)	P09262



Probiotic Washroom Cleaner Concentrate **CL3052**

Cleanline Pure Probiotic Washroom Cleaner Concentrate is a concentrated daily biologically-based cleaner, providing a safe and efficient way of cleaning, deodorising, and removing stains on hard surfaces in washrooms.

- ✓ Highly effective at breaking down scale and uric salt.
- ✓ Application-specific bacteria degrade uric acid making the product highly effective in washroom applications.
- ✓ No rinsing necessary, saving water and cleaning operator time. Will continue working after surface has been cleaned.
- ✓ Leaves a distinctive, pleasant ocean breeze fragrance.



Probiotic Washroom Cleaner Concentrate 2 x 5 Litres (CL3052)	N08735
T9 Washroom Cleaner Refill-and-Reuse Bottle Only (CL9009)	P06674

Concentrated cleaning products



Probiotic Cleaner Degreaser Concentrate

CL2029

Cleanline Pure Probiotic Cleaner Degreaser Concentrate is a concentrated environmentally responsible solution for the removal of various fats, grease and oils from hard surfaces.

- ✓ Bio-based ingredients from renewable resources to reduce impact on the environment.
- ✓ Probiotic microorganisms degrade fat cells and greases without the need for harmful chemicals.
- ✓ Removes carbon deposits from ovens, griddles, BBQ's and all types of ducting and extraction filter equipment.
- ✓ Residue-free - No rinsing necessary, saving water and cleaning operator time.



Probiotic Cleaner Degreaser Concentrate 2 x 5 Litres (CL2029)	N08748
T5 Orange Citrus Degreaser Refill-and-Reuse Bottle Only (CL9005)	P05432



Washroom Cleaner Sanitiser Concentrate

CL3055

Cleanline Pure Washroom Cleaner Sanitiser Fragranced Concentrate is a fragranced concentrated natural active based sanitiser for dual-action cleaning and disinfection of all washroom hard surfaces.

- ✓ Contains natural antimicrobial active ingredients to sanitise and clean a wide variety of hard surfaces.
- ✓ Independently tested & verified to be effective against bacteria & enveloped viruses in just 30 seconds, as defined in EN1276 and EN14476.
- ✓ No rinse formulation, saving water and time.
- ✓ Leaves a distinctive, pleasant ocean fresh fragrance.



Washroom Cleaner Sanitiser Concentrate 2 x 5 Litres (CL3055)	N08742
T9 Washroom Cleaner Refill-and-Reuse Bottle Only (CL9009)	P06674



Biological-based cleaning products



Heavy Duty Organic Descaler Concentrate

CL3057

An organic acid-based limescale remover for kettles, irons, shower heads, washing machines and dishwashers, sinks, bathroom fixtures, and floors.

- ✓ Plant-derived surfactants chosen to minimise environmental impact.
- ✓ Highly effective even in hard water areas.
- ✓ Ideal for removing even the toughest limescale, soaps cum and watermarks.

Heavy Duty Organic Descaler Concentrate 2 x 5 Litres (CL3057) N08751



Probiotic Odour Neutraliser Concentrate

CL4092

Cleanline Pure Probiotic Odour Neutraliser Concentrate is a concentrated highly effective stain and odour neutraliser that offers a long-term approach to odour control.

- ✓ Safe and effective for use on carpets, upholstery, fabrics and flooring.
- ✓ Contains highly active, micro-organisms that penetrate deep into the surface and breaks down dirt and degrades odours at the source.
- ✓ Highly effective against spoiled food, fish, cigarette smoke and other odourous compounds.

Probiotic Odour Neutraliser Concentrate 2 x 5 Litres (CL4092) N08737

T13 Stain & Odour Eliminator Refill-and-Reuse Bottle Only (CL9013) P05438



Probiotic Grease Trap Maintainer **CL1114**

Cleanline Pure Probiotic Grease Trap Maintainer is a powerful non-toxic biological formula designed specifically for difficult grease applications.

- ✓ Readily biodegradable and low toxicity formula, chosen to minimise environmental impact.
- ✓ Suitable for grease traps, grease traps, drain line treatment, wet wells, and sewage injection pits.
- ✓ Works with the bacteria not against it to deliver maximum product performance.

Probiotic Grease Trap Maintainer 2 x 5 Litres (CL1114) N08749

Concentrated cleaning products



Concentrated products are highly versatile and can be diluted with water according to soiling level and cleaning task required



Probiotic Carpet & Upholstery Cleaner Concentrate **CL2032**

Cleanline Pure Probiotic Carpet and Upholstery Cleaner Concentrate is a concentrated highly effective biologically-based stain remover for carpets and upholstery.

- ✓ Dual surfactant blend offers superior cleaning, detergency and fibre conditioning.
- ✓ Can be used to spot-clean upholstery, curtains and vehicle upholstery.
- ✓ Modern bacteria-compatible chemistry for maximum product performance.
- ✓ No rinsing necessary, saving water and cleaning operator time.



Probiotic Carpet & Upholstery Cleaner Concentrate 2 x 5 Litres (CL2032)	N08738
17 Carpet Cleaner / Shampoo Bottle Only (CL9007)	P05434



Probiotic Enzyme Floor Cleaner Concentrate **CL2024**

Cleanline Pure Probiotic Enzyme Floor Cleaner Concentrate is a concentrated bacterial floor cleaner that uses enzymes to provide excellent removal of fats, proteins and carbohydrates.

- ✓ Cleans fats, oils and grease from wide range of hard and porous surfaces.
- ✓ Completely biodegradable, providing an environmentally-friendly alternative to the use of solvents, caustics, acids and other similar harsh chemicals.
- ✓ Suitable for porous surfaces such as concrete.



Probiotic Enzyme Floor Cleaner Concentrate 2x5L (CL2024)	N08743
--	--------

Ready-to-use cleaning products



READY-TO-USE

- Delivered pre-diluted in convenient trigger sprays or squeeze bottles, Cleanline Eco ready-to-use products are ideal in smaller operations where space is limited or there is no access to water to prepare a solution.
- Cleanline Pure ready-to-use products are safer and easier to use requiring no preparation or dilution, reducing the risk of spillages and accidents.
- Cleanline Pure ready-to-use products contain an exact formulated strength optimal for the task for which they have been designed, ensuring performance and efficacy is consistent and reducing the risk of waste.
- Cleanline Pure ready-to-use products have been developed to have a low hazard classification and do not have any hazard pictograms compared to concentrated products.
- Single printed label (front only) reduces unnecessary label packaging waste and helps promote recycling.
- Labelled with instructions for end-of-life disposal, product labels are designed to be easily removed before recycling.
- 750ml PET bottles are manufactured in the UK from at least 50% recycled plastic.



**Trigger bottles and heads
are made from at least 50%
recycled polymer**



Ready-to-use cleaning products



Washroom Cleaner Sanitiser **CL3053**

Cleanline Pure Washroom Cleaner Sanitiser is a fragranced ready-to-use natural active based sanitiser for dual-action cleaning and disinfection of all washroom hard surfaces.

- ✓ Contains natural antimicrobial active ingredients to sanitise and clean a wide variety of hard surfaces.
- ✓ Independently tested & verified to be effective against bacteria & enveloped viruses in just 30 seconds, as defined in EN1276 and EN14476.
- ✓ Contains no quaternary ammonium salts, dyes or phosphates. No rinsing necessary, saving water and cleaning operator time.
- ✓ Leaves a distinctive, pleasant ocean fresh fragrance.
- ✓ Contains no phosphates.



Washroom Cleaner Sanitiser
6 x 750ml (CL3053)

N08741



Probiotic Toilet Cleaner **CL3056**

Cleanline Pure Probiotic Toilet & Urinal Cleaner is an innovative environmentally responsible toilet bowl and urinal cleaner that has a beneficial effect on the downstream septic tank or biological sewage treatment plant.

- ✓ Safe to use on a variety of surfaces including porcelain, stainless steel, steel, brass, copper, PVC, polythylene and polypropylene.
- ✓ Helps reduce limescale build-up where germs and bacteria breed.
- ✓ Continues to work whilst soiling is present.
- ✓ Keeps waste pipes free from build up, particularly in low water usage applications.



Probiotic Toilet Cleaner
6 x 1 Litre (CL3056)

N08746



Probiotic Washroom Cleaner **CL3050**

Cleanline Pure Probiotic Washroom Cleaner is a ready-to-use daily biologically-based cleaner, providing a safe and efficient way of cleaning, deodorising, and removing stains on hard surfaces in washrooms.

- ✓ Highly effective at breaking down scale and uric salt.
- ✓ Application-specific bacteria degrade uric acid making the product highly effective in washroom applications.
- ✓ No rinsing necessary, saving water and cleaning operator time. Will continue working after surface has been cleaned.
- ✓ Leaves a distinctive, pleasant ocean breeze fragrance.



Probiotic Washroom Cleaner
6 x 750ml (CL3050)

N08734

Ready-to-use cleaning products



Probiotic Multi-Purpose Cleaner **CL1064**

Cleanline Pure Probiotic Multi-Purpose Cleaner is a specially formulated probiotic product that has been developed to create an environmentally responsible solution for the removal of grease, fats, proteins, starch and sugars, that build up on hard surfaces over time.

- ✓ Bio-based ingredients from renewable resources to reduce impact on the environment.
- ✓ Removes malodours at source and replaces with a fresh ocean fragrance, creating a more pleasant environment for guests and customers.
- ✓ Residue-free - No rinsing necessary, saving water and cleaning operator time.
- ✓ Continues to work whilst soiling is present.



Probiotic multi-purpose Cleaner
6 x 750ml (CL1064) N08744



Cleaner Sanitiser **CL1111**

Cleanline Pure Cleaner Sanitiser is a non-fragranced ready-to-use natural active based sanitiser for dual action cleaning and disinfection of all hard surfaces.

- ✓ Fragrance-free and non-tainting in use; suitable for use in kitchens and on food preparation surfaces.
- ✓ Dual-action cleaner and sanitiser formula cuts through grease and dried on food soiling.
- ✓ Independently tested & verified to be effective against bacteria & enveloped viruses in just 30 seconds, as defined in EN1276 and EN14476.
- ✓ Contains natural antimicrobial active ingredients.
- ✓ Contains no quaternary ammonium salts, dyes or phosphates. No rinsing necessary, saving water and cleaning operator time. only 30 second contact time.



Cleaner Sanitiser
6 x 750ml (CL1111) N08739



Probiotic Cleaner Degreaser **CL2027**

Cleanline Pure Probiotic Cleaner Degreaser is a ready-to-use environmentally responsible solution for the removal of various fats, grease and oils from hard surfaces.

- ✓ Bio-based ingredients from renewable resources to reduce impact on the environment.
- ✓ Probiotic microorganisms degrade fat cells and greases without the need for harmful chemicals.
- ✓ Removes carbon deposits from ovens, griddles, BBQ's and all types of ducting and extraction filter equipment.
- ✓ Residue-free - No rinsing necessary, saving water and cleaning operator time.



Probiotic Cleaner Degreaser
6 x 750ml (CL2027) N08747

Ready-to-use cleaning products



Ready-to-use products are formulated for the task they are designed for, ensuring product performance and efficacy is consistent and reducing risk of waste



Probiotic Spot & Stain Remover **CL4050**

Cleanline Pure Probiotic Spot & Stain Remover is a spot cleaner for carpet and upholstery that provides exceptional long-lasting cleaning and odour control.

- ✓ Complete degradation of organic soils ensures re-soiling does not occur.
- ✓ Dual surfactant blend offers superior cleaning, detergency and fibre conditioning.
- ✓ Can be used to spot-clean fabrics, upholstery, curtains and vehicle upholstery.
- ✓ No hazard classification under CLP regulations.
- ✓ General-purpose cleaner brings back the shine to glazed ceramic tiles, stainless steel and glass surfaces.
- ✓ pH neutral formula safe for use on range of sensitive surfaces including plastic, marble, granite, vinyl and chrome surfaces.



Probiotic Spot & Stain Remover
6 x 750ml (CL4050) N08750



Probiotic Odour Neutraliser **CL4090**

Cleanline Pure Probiotic Odour Neutraliser is a ready-to-use highly effective odour neutraliser that offers a long-term approach to odour control.

- ✓ Safe and effective for use on carpets, upholstery, fabrics and flooring.
- ✓ Highly active micro-organisms penetrate deep into the surface, breaking down dirt and degrading odours at the source.
- ✓ Can be sprayed or used in fogging machines.
- ✓ Remains active on the surface and continues to work long after the product is applied helping to prevent the reoccurrence of odours and stains.



Probiotic Odour Neutraliser
6 X 750ml (CL4090) N08736



Disruptive. Innovative. Research-led.



Email: sales@wkt-travel.com

| Tel: 01236 850230

| Website: www.wkt-travel.com