



*A Passion  
for Sustainability*



# CLAX Advanced

Driving Sustainability to New Heights



Efficiency



Effectiveness



Sustainability



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Drives sustainability to new heights



## Efficiency

### Maximizing Operational Efficiency

- Optimizes wash process
- Saves water and energy with low temperature
- Shorter wash cycles
- Increases productivity
- Extends linen lifetime



## Effectiveness

### Driving Effective Performance

- Superior whiteness and softness
- Excellent hygiene
- Beats industry standard for rewash
- Fragrance re-activates when guests use their towels, enhancing the guest experience



## Sustainability

### Reducing Environmental Impact

- Uses environmentally friendly products
- Reduces electricity & steam
- Reduces water
- Reduces packaging waste and transportation
- Reduces carbon footprint

## CLAX Advanced Proven Results

Diversey is committed to helping customers achieve a more sustainable business, by reducing greenhouse gases while cutting operating costs. The success of **Clax Advanced** has been validated by several luxury hotels, with substantial operational savings\* in conserving energy and water while reducing waste.

### Low temperature

### High performance



Reduces **WATER**  
up to

**35%**

or 8,000 KL  
or 2.5 Olympic swimming pools



Reduces **STEAM**  
up to

**40%**

or 600  
metric tons



Reduces **ELECTRICITY WASH TIME**  
up to

**15%**

or 5,000 kWh



Reduces **WASH TIME**  
time up to

**16%**

or 150  
man-days



Reduces **EFFLUENT**  
up to

**35%**

or 8,000 KL



Reduces **CO<sub>2</sub>**  
emissions up to

**100**

metric tons



Extends **LINEN LIFE**  
up to

**30%**

\* 4-5 star hotels from 250 to 700 rooms  
\* Savings are on an annual basis

Contact our local Diversey representative today or visit [www.diversey.com](http://www.diversey.com)

At Diversey, sustainability is woven into the heart of everything we do to protect and care for people.

We understand the importance of giving back to the community. We take a Creating Shared Value approach in our CSR vision, where we collaborate and engage with customers to improve lives, empower people, and develop new economic opportunities. To date, we have over 200 projects in 154 cities globally, including countries in Asia-Pacific, Middle East, Africa, Central and Latin America, and the Caribbean. Together with our partners, our programs have impacted nearly a million children, helping create a better life for them.

Soap For Hope™

Linens For Life™

Clean Hands

Children Protection

Disaster Relief