

Diversey 

Room Care Pur-Eco



Innovative & Sustainable Solutions for Housekeeping



Room Care Pur-Eco

Sustainable practices, a growing trend in the hospitality industry

More and more of your guests value a “green” approach. Globally, one out of two guests claims to frequently take sustainability into account when choosing a hotel”, says PLANET 21 Research study from Accor (2010 survey carried out with IFOP, that questioned 7,000 hotel guests representative of the hotel clientele in 6 countries, for all hotel types and segments).

The number of hotels and hotel chains that are applying for International and national green hotel certification programs is constantly growing.

According to Diversey Sustainability Market Research, 51% of hotels have or are considering an eco accreditation.

Our Sustainable Rooms Program will support you to optimise your sustainable position

Whether you would like to apply for a green hotel certification or not, we can support you to improve your sustainable position.

Our Sustainable Rooms Program covers chemicals, utensils and machines within housekeeping and other areas of the hotel. We offer you a complete approach with service, training, support, installation and follow up.

Our approach will ensure good environmental management practices and allow you to achieve savings on water, chemicals and packaging consumption.



How we add value:

Training & Procedures:

Our GUEST training and information library and our Diversey experts help you to reach sustainable practices

Value Reporting:

Value reporting is based on collaboration with you and an agreed set of key performance indicators

Dispensing Platforms:

Through our industry leading expertise and customer collaboration we have developed dosing and dilution equipment with the aim to give you optimal dosing and dilution control

Consulting Services:

Our independent consulting organization support your hotel in becoming more sustainable by improving your bottom line

Installations & Support:

With our technical service teams and sales visits we will work on the sustainability results you need

Sustainability:

With our sustainability approach we follow the three pillars of sustainability, “people, profit, planet”





Room Care Pur-Eco range, a simple approach to answers your needs

The new Room Care Pur-Eco range has been designed to further improve your environmental actions.

The range covers all the major applications that you need for effective room cleaning. The Room Care Pur-Eco range consists of five products:

R1-plus Pur-Eco: Toilet cleaner

R9-plus Pur-Eco: Acidic hard surface cleaner

R2-plus Pur-Eco: Hard surface cleaner

R10-plus Pur-Eco: Neutral floor cleaner

R3-plus Pur-Eco: Multi-surface / glass cleaner

All products are EU Flower certified which is one of the major criteria if you would like to apply for a green hotel certification program. Cost-efficient products, with minimal impact on the environment and low packaging waste.



Beyond Green Products

Sustainable cleaning means taking into account, people, planet and profit to deliver a high cleaning performance over time.

Our Room Care Pure-Eco products are designed to follow this Triple Bottom Line approach and take into account key drivers in hospitality:

People	Planet	Profit
Simple & safe	Reduced environmental impact (energy, water, CO ²)	Reduced storage space
Intuitive easy-to-use system	Waste reduction	Waste reduction
Colour coded system	Reduced transportation	Low cost-in-use
Non-classified products	Formulations with ingredients from natural resources	Excellent cleaning performance
Closed-loop system	Eco-labeled	Improved guest satisfaction

Environmental certified cleaning solutions from Diversey are also available for Kitchen Care, Building Care, Personal Care and Laundry.



Diversey has been, and always will be, **pioneers** and **facilitators for life**. We constantly deliver **revolutionary** cleaning and hygiene technologies that provide **total confidence** to our customers across all of our global sectors.

Led by Dr. Ilham Kadri, President & CEO, and headquartered in Charlotte, North Carolina, USA, Diversey employs approximately 9,000 people globally, generating net sales of approximately \$2.6 billion in 2016.

For more information, visit www.diversey.com or follow us on social media.