



Enduro Power™

Case Study – Meat Processing

Location: Malmö, Sweden
Area: Environmental Cleaning
Enduro Power product: Enduro Chlor

In a true case of a product winning over a customer, Enduro Power has been adopted by a major Swedish contract cleaner, as the benefits the range impacts more than just their chemical spend.

This case focuses on a leading meat processing and convenience food producer in Finland, Russia, Denmark and Sweden, who outsource their cleaning in Sweden to a partner.

Initially the contract cleaner used their preferred local chemical supplier, but with the contract for this meat processor came Diversey chemical due to an existing agreement.

Enduro Chlor was implemented in the daily cleaning at the Malmö site and the benefits were soon discovered;

- Faster foam application - Foam larger areas in one step due to long cling

- Less aggressive to surfaces including conveyor belts , compared to traditional foam
- Lower consumption due to lower dosing: 2-3% instead of 4-5%
- Significantly shorter rinsing time, up to 46% reported

All of these features are especially advantageous for a contract cleaner and following the results at the Malmö site, the contract cleaner requested a proposal on the Enduro Power range for their other customers.

While the cost per litre of Enduro Chlor is higher than the previous chlorinated foam, chemical consumption, labour and water savings more than negate the difference, as the chart on the left shows.

