



**kreussler**



*Competent and efficient  
in textile chemistry and hygiene*

***Simply clean – ESDOGEN***



## The system

**ESDOGEN** is a new type of washing system for the specific needs of catering and care businesses. Wine or juice, lipstick, oil, cream or ointment – the system offers a perfect solution to every washing problem.

**ESDOGEN** has a modular structure. Basis is the universal laundry detergent **ESDOGEN DETERGENT** which removes all general dirt particularly gently. Each of three additional components solves a special cleaning problem. **ESDOGEN BOOSTER** dissolves stains originating from albumin, oil or grease, **ESDOGEN ALKAPLEX** is particularly effective against extreme dirt, and **ESDOGEN DESINFECT** ensures hygiene. Applied as individual components or in combination with others – the **ESDOGEN system** removes any dirt.



## Simply clean

The **ESDOGEN system** masters any stain! This is ensured by the four interacting components. Basic component is the highly effective, fibre-protecting liquid detergent **ESDOGEN DETERGENT** which removes general dirt from napkins, towels, bedclothes and even clothing. The wash-power booster **ESDOGEN BOOSTER** attacks albumin, starch or stubborn grease dirt as encountered in kitchens and nursing homes. The alkaline complexing agent **ESDOGEN ALKAPLEX** is used only for particularly intensive staining of kitchen textiles or difficult laundry, and the application of **ESDOGEN DESINFECT** even meets the hygiene requirements of hospitals, nursing homes and clinics.

## Simply simple

Due to its modular structure, the **ESDOGEN system** is easy to learn. Four components with four specific duties ensure optimal laundry. There is a perfect combination for each type of dirt and laundry – it's as simple as that. As **ESDOGEN** comes in liquid form, it is ideally suited for fully automatic dosage. The application of the user-friendly **ESDOGEN** dosage system makes washing even easier! By the way – to prevent mix-ups, the individual components are colour-coded.

## Simply cost-conscious

The **ESDOGEN system** uses only what is really needed as the laundry specifies the required quantities and components which depend on the degree of soiling and on the desired degree of hygiene. Therefore, slightly dirty laundry which is generally encountered in hotels requires only a small quantity of **ESDOGEN DETERGENT** at a washing temperature of just 40 °C! In case of more severe soiling, the **ESDOGEN** components as well as their quantities and the washing temperature are selected as required. Components which are not required are not used so that **ESDOGEN** stands for perfect washing results at low cost.

And this is what makes out the **ESDOGEN system** as compared to other detergents! Heavy-duty detergents have an unspecific effect. For extreme soiling, the applied quantity must be raised drastically. The detergent that had been so cheap suddenly increases the cost for cleaning to a rather unfavourable extent.

## Simply gentle on the fibres

The **ESDOGEN system** protects the laundry as it does not contain strong alkalis. High alkalinity causes irreversible fibre damage to most textiles. This reduces the life of the textiles which have to be replaced by new textiles sooner than expected. The **ESDOGEN system**, by comparison, works in a pH range that ensures stain removal and fibre protection – for well cared-for laundry and long service life.

## Simply environment-friendly

The **ESDOGEN system** is a selective system. Even at a washing temperature of 40 °C, highly effective individual components reduce dirt and germs. This keeps energy consumption as well as application quantities at a low level! **ESDOGEN** protects not only the laundry but also the environment. Furthermore, the **ESDOGEN** components are free from phosphates and NTA. The biodegradability exceeds legal regulations.

The **ESDOGEN system** has a specific effect. There is an ideal agent for every type of dirt. In case of particularly stubborn stains, the quantity of the **ESDOGEN** component is simply selected as required. Other than the **ESDOGEN system**, conventional detergents are ready-made and contain some of everything – surfactants, enzymes, wash-power booster, complexing agent. To remove a specific dirt, the application quantity of a heavy-duty detergent must therefore be raised drastically before the required substance is activated. All other ingredients are overdosed, remain unused and disappear in the waste water – causing damage to the environment.

## Simply exact

The **ESDOGEN system** is a selective system. The individual components have been laid out exactly as required by the types of dirt typically encountered in catering businesses and nursing homes. This is the reason why the **ESDOGEN system** requires only very low application quantities. The **ESDOGEN** dosage equipment has been designed to ensure optimal usage of the combination capabilities of the **ESDOGEN** components and their exact dosage. The equipment doses the components and quantities exactly at the specific time required for a superb washing result – no more, no less.

## Simply flexible

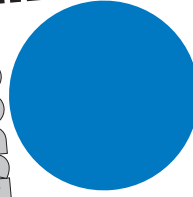
The **ESDOGEN system** gives washware what it needs due to the harmonizing **ESDOGEN** components that complement one another. Next to **ESDOGEN DETERGENT**, the other components are applied only where they are really needed. This ensures an optimal combination of effect and expenditure for any type of washware and for any type of dirt, however intensive it may be. This makes the **ESDOGEN** system so outstandingly flexible.





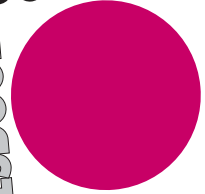
**DETERGENT**

ESDOGEN



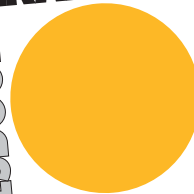
**BOOSTER**

ESDOGEN



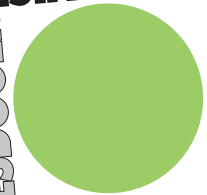
**ALKAPLEX**

ESDOGEN



**DESINFECT**

ESDOGEN



## Simply ESDOGEN

### ESDOGEN DETERGENT

- The basic product with particularly comprehensive, yet mild washing effect which in combination with the other ESDOGEN components increases the effect
- Particularly suited for washware from hotel and catering businesses, nursing homes and clinics, sports facilities, and commercial enterprises
- Highly concentrated liquid detergent for white and coloured washware
- Indifferent to water hardness up to 60 °C
- Application with common types of dirt
- Contains optical brightener
- Low alkaline pH value
- Free from phosphates, bleaching agent, and NTA
- Suited for textiles made of cotton, synthetic fabrics, and union fabrics
- Application with normal types of dirt

### ESDOGEN BOOSTER

- Laundry detergent for application with ESDOGEN DETERGENT
- Particularly suited for washware from kitchens and nursing homes
- Liquid wash-power booster with enzymes
- Application against dirt originating from grease, starch, and albumin

### ESDOGEN ALKAPLEX

- Alkaline complexing agent for dosage in the ESDOGEN system against extremely intensive and stubborn dirt
- Particularly suited for washware from catering enterprises
- Application for difficult washware and extremely dirty working clothes from meat processing and fish industries

### ESDOGEN DESINFECT

- Disinfectant with oxygen bleach for application with ESDOGEN DETERGENT
- Particularly suited for washware from clinics, hospitals and nursing homes
- Liquid disinfectant for low-temperature disinfection at 40 °C
- Tested according to DGHM guidelines
- Application for bedclothing, working clothes as well as shirts, station laundry and patient laundry

Use biocides safely. Always read the label and product information before use

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