



CLAX Advanced

Driving sustainability to new heights

Clax® Advanced offers the solutions you need for the results you want — superior, consistently clean and bright laundry at low wash temperatures to lower your operational costs and reduce your environmental impact.



Efficiency

Maximize Operational Efficiency

- Optimizes your wash process
- Saves water and energy with low temperature
- Shortens wash cycles
- Increases productivity



Effectiveness

Drive Effective Performance

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



Sustainability

Reduce Carbon Footprint

- Reduces Electricity & Steam
- Reduces Water
- Reduces CO2 emissions
- Extends linen life
- Includes environmentally friendly products



Advanced

Proven performance

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 in multiple countries around the world, including luxury hotels and nursing homes, with substantial operational savings* in conserving energy and water while reducing waste. The wash performance and utility savings have also been certified by Hohenstein laboratories - an independent well established research institute for laundry.

Low temperature

High performance



Reduces
WATER
up to

35%

or 8,000 KL
or 3 Olympic
swimming pools



Reduces
STEAM
up to

40%

or 600
metric tons



Reduces
ELECTRICITY
up to

15%

or 5,000 kWh



Reduces
WASH TIME
up to

16%

or 150
work days



Reduces
EFFLUENT
up to

35%

or 8,000 KL



Reduces
CO₂
emissions up to

100

metric tons**



Extends
LINEN LIFE
up to

30%

* Savings are on an annual basis for 6 luxury hotels

** Equivalent to carbon sequestered by nearly 2560 seeding trees growing for 10 years

Clax Advanced product range

Main detergent	Bleach	Boosters	Neutraliser	Softeners
Clax Profi Clax Plus	Clax Personril Clax Bright	Clax 100 / Clax 200 Clax Build Clax Enzi	Clax Neutrapur	Clax Deosoft breeze

Contact your local Diversey representative today or visit www.diversey.com