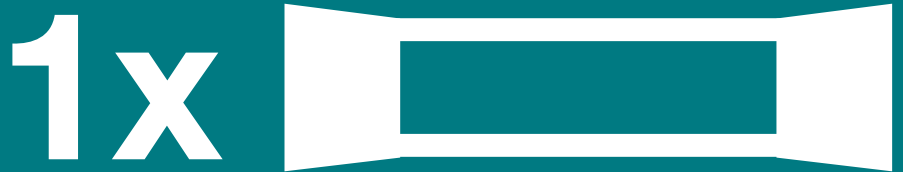


Cleaning with Wetrok Granuline

How a Small Sachet of Granulate
Revolutionised Cleaning



Whitepaper

Content

- 3 Introduction
- 4 Development Background
- 5 Solution and Products
- 6 Description of the Target Group
- 7 Benefit 1: Elimination of Costs Caused by Overconcentration
- 7 Benefit 2: Reduced Storage and Transport Costs
- 8 Benefit 3: Reduction of the Environmental Footprint
- 9 Benefit 4: Improved Safety and Ergonomics for Employees
- 9 What Sets Granuline Apart from Copy-Cat Products?
- 10 Customer Opinion
- 10 Patented and Award-Winning
- 11 About Wetrok
- 11 Contact Details
- 11 Order a Trial Pack

Introduction

Every year, the cleaning industry loses billions due to over-concentrated cleaning solutions. As a result, Wetrok set itself the goal of developing a cleaning product that cannot be over-concentrated. Years of research were carried out to devise a new cleaning form. The result: granules in individual portions. Upon contact with water, the granulate turns into a powerful cleaning solution. This new compact cleaning form is receiving worldwide attention. Because: That's because the granulate not only solves the problem of overconcentration, it also ensures a whole new level of eco-efficiency and user safety. The form of the Wetrok granulate product line alone allows for a reduction of up to 75 percent in transport and storage costs, while water consumption is reduced by 90 percent. The granulate product line comprises five cleaners that cover the entire building. Wetrok Granuline received the 2017 CMS Purus Innovation Award and is patent protected.



Granulate-based cleaning is a true innovation. The method was introduced to the market by Wetrok in 2017. Cleaning with granules not only ensures better cleaning results compared to liquid cleaners, it also cuts process costs along the entire value chain.

Wetrok Granuline consists of small sachets filled with cleaning granulate. When added to water, the granules dissolve to form a powerful cleaning

solution. The individual sachets not only simplify handling, they also make overconcentration impossible: one sachet, one use.

The mini sachets replace heavy canisters and simplify handling across the board: from transport and user safety to eliminating the need for dosing. Everyone wins with Granuline: users, team leaders, purchasers – and the environment.

Development Background

Problem at Hand



In 2017, the time had come: Granuline was ready for the market. However, this innovation solved far more than just the problem of overconcentration (see “Benefits” from page 7)

Innovation starts with a customer problem. This is also true for Wetrok Granuline. The problem Wetrok wanted to solve was the widespread issue of excessive dosing. Despite dosage aids and precise dosage information on the containers, liquid cleaning agents are often over-concentrated by cleaning staff. Wetrok’s goal was to develop a cleaning product that is impossible to over-concentrate.

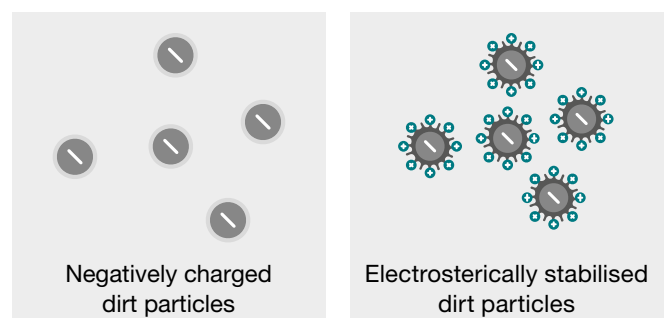
Initially, the Wetrok developers looked at the idea of a cleaning product in the form of a medication tablet. This compact form would prevent over-concentration. When you have a headache, you take a single tablet. The developers had this same image in mind for cleaning. Cleaning staff wishing to clean a toilet, for example, would reach for a single tablet. However, market research showed that to date no manufacturer has succeeded in developing such a cleaning tablet to the quality required. For years, the Wetrok laboratory experimented with powders and tablets – without success. Wetrok researchers succeeded in dissolving the tablet completely – but not in the desired time of less than one minute identified in customer surveys.

A look at the mining industry gave rise to a breakthrough in the research. Here, a special effect is used to keep substances apart: electrosteric sta-

bilisation. Wetrok transferred this effect to cleaning, using it to stabilise dirt particles in the cleaning agent and permanently remove them from the cleaning surface. This leads to a product with greater cleaning performance and, consequently, better cleaning results.

This is how it works: Active cleaning substances (surfactants) are combined with electrically charged molecules to form a solid basis. The second step sees the surfactants activated. They moisten the surface and draw dirt particles directly into the cleaning solution. In the third step, the positively charged electrosteric molecules completely bind the negatively charged dirt in the solution.

The positive charge can be compared to the pull of a magnet.



Solution and Products

Using Wetrok Granuline couldn't be simpler

Wetrok Granuline



1



2



3



4



5



Application
video

1. Fill foam bottle with water up to indicated level
2. Open granulate sachet and add granulate to foam bottle
3. Close foam bottle
4. Shake foam bottle
5. Apply resulting foam to microfibre cloth

Granubowl WC cleaner



1. Flush the toilet
2. Open the granulate sachet
3. Pour the granulate into the WC bowl
(1 sachet per toilet)
4. Distribute the granulate using the toilet brush
5. Leave for a short while to take effect
6. Scrub with WC brush
7. Optional: Use the WC brush to foam up the granulate and clean hard to reach places



Application
video

Solution and Products

Full range of products



The cleaning granulates form a full product range for eco-friendly cleaning of the entire building: Granusurf (surface cleaner), Granusan (sanitary maintenance cleaner), Granusan forte (basic sanitary cleaner), Granufloor (floor cleaner), Granubowl (WC cleaner)

Description of the Target Group

Whether it be a building cleaning company or the cleaning team in properties such as nursing homes, schools, restaurants, hotels or production facilities – the cleaning granulate simplifies the cleaning process across the board. It also allows for more eco-friendly and cost-efficient cleaning. Training requirements, preparation work, logistics, consumption monitoring or safety – a new cleaning product usually optimises just one of these factors for everyday cleaning. Not so with Granuline. The line of granulate-based products is a sophisticated solution that massively simplifies all areas mentioned above, and therefore the entire daily cleaning routine for users. Inconveniences such as transporting heavy canisters are eliminated and replaced with new, much more welcome factors, such as fully transparent chemical consumption.



Health Care



Facility Cleaning



Public Institutions



Hotel & Gastro

Benefit 1: Elimination of Costs Caused by Over-concentration

Protection against Overconcentration



Companies squander a lot of money each year on incorrect dosages. Granulate cleaners eliminate these losses. 1 sachet, 1 use. Thanks to the individually packaged sachets, the risk of overconcentration is not only reduced, but, for the first time, eliminated entirely.

Benefit 2: Reduced Storage and Transport Costs

Reduced Transport Costs

Every year, tons of water are needlessly transported from one place to another in the form of liquid chemicals. The cleaning granulate eliminates this completely unnecessary expense and the corresponding CO2 emissions. With Granuline, customers transport nothing but the active ingredient needed for cleaning: the granulate. Concentrating on the essentials in this way reduces transport costs by up to 75%. Smaller facilities can even be supplied using a regular car.

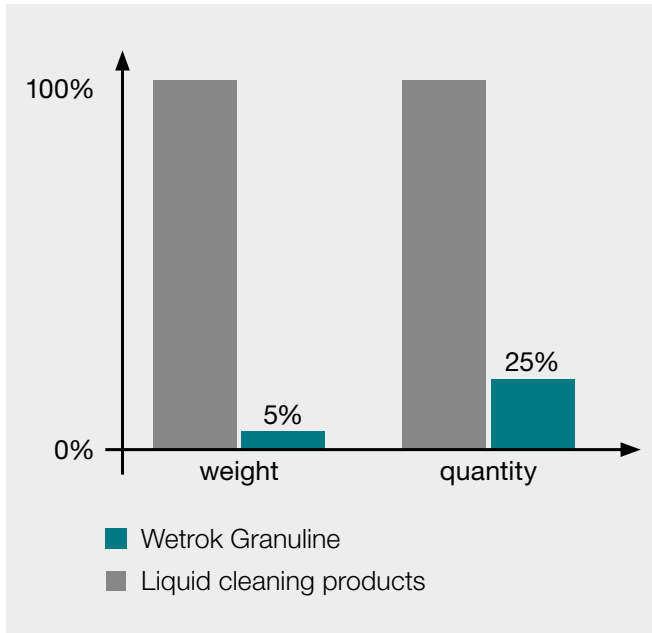


The fact the granulate does not contain water means it is also not prone to leaking, unlike liquid cleaners. This means that for the first time, drip pans – and the associated costs – can be completely eliminated from the warehouse.

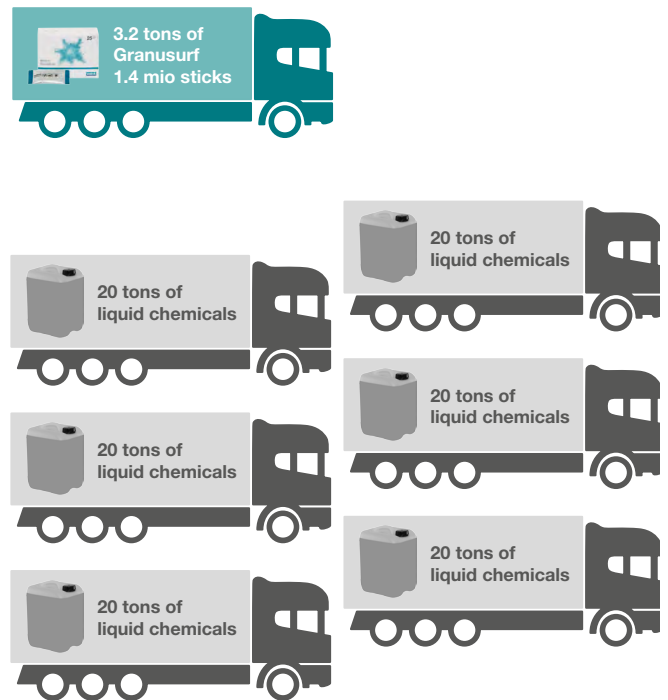
Less Storage Space

Storing bulky canisters is a thing of the past. The mini sachets with granulate reduce storage volume by up to 95%. Storing and transferring cleaning products also takes up a lot less staff time. Four boxes of Wetrok Granuline (25 sachets at 5 g each) replace a 10-litre canister of liquid chemicals.

The little boxes can be quickly packed away in the storage area, leaving the cleaning staff more time for their main duty: cleaning.



The granulate form means that no water is transported. This means less volume and fewer journeys. **1 lorry load of Granuline replaces 6 lorry loads of liquid chemicals!**



Benefit 3: Reduction of the Environmental Footprint

Climate-Friendly

The mini sachets optimise all environmental factors along the value chain – from transport all the way to disposal. Chemical consumption is reduced by 30 percent, and water consumption by up to 90 percent. The granulate is also highly biodegradable.



Why Wetrok Granuline Does Not (Yet) Carry an Eco-Label

Wetrok Granuline is not certified as an eco-friendly cleaning product. The reason for this lies in the advanced technology. There is currently no certification category for granulate-based cleaning products. However, the fact is that Wetrok Granuline is highly biodegradable according to OECD 302b and contributes to a significant reduction in CO2 emissions due to the massively reduced need for transport.

Benefit 4: Improved Safety and Ergonomics for Employees

Safety and Ergonomics for Staff



The cleaning granulate improves working conditions for cleaning staff. Thanks to the small, lightweight sachets; dragging heavy canisters around is a thing of the past. The sachets can be easily torn open along the perforation. So it is virtually impossible for the granulate to come into contact with the eyes or skin. There is also no risk of inhaling any fumes: The product line is completely solvent-free.

What Sets Granuline Apart from Copy-Cat Products?

Wetrok Granuline has made such a big splash that the first copy-cat products have already started to appear on the market. Most of these are not granule-based, but powder-based. The original is superior to its competitors for the following reasons:

Cleaning performance No other product features the patented cleaning technology of electrosteric stabilisation. It is a world first and ensures exceptional cleaning performance.

Efficiency Some powder-based products take up to eight minutes to dissolve. Granuline, on the other hand, is ready for use in 30 seconds.

Patented Wetrok Granuline is the only water-free cleaning product whose innovative technology is patent-protected.

Full range of products Granuline products can be used to clean entire buildings from top to bottom. With a total of five granulate-based products, Granuline is the only water-free product line that offers a full range of products.

Safety While self-dissolving powder sachets can pose a risk in warm and humid temperatures in the warehouse and during transport, the Granuline sachets are 100% reliable. Furthermore, no environmentally harmful composite packaging is used for Granuline packaging.

Customer Opinion

Even customers with decades of cleaning experience are astounded by the granulate solution. The reduction in process costs in particular is met with great enthusiasm:

«Switching from liquid cleaners to granulate has enabled us to reduce our transport volume and storage space by more than 75 percent. If you take all of these savings into account, Wetrok Granuline is cheaper overall than any conventional liquid cleaner.»

Peter Härry, Regional Manager
for Northwest Switzerland
at building cleaning company Rohr AG



Patented and Award-Winning

The granulate-based product line represents a real breakthrough for the Wetrok researchers. They were the first in the world to achieve what was long thought impossible: a water-free cleaning product that exceeds the cleaning power of liquid cleaners. This outstanding research success has been rewarded on two fronts: Wetrok Granuline is patent-protected and received the CMS Purus Innovation Award 2017.



About Wetrok

Wetrok AG is a pioneer in professional cleaning technology. It offers everything from one source: chemical cleaning products, highly specialised machines, consumable supplies and application training. The products and cleaning systems are developed in the in-house research department at the Swiss headquarters. Wetrok creates solutions for every cleaning challenge, no matter how specific, and has developed more than 30 new cleaning methods. International subsidiaries support their client base in Germany, Poland, Sweden, and Austria. Authorised dealers serve professional clients in another 40 countries around the world with premium quality Wetrok products, and guarantee a product range in line with Swiss quality standards. What's more, Wetrok offers outstanding customer support, which creates optimised client proximity.

Contact Details

The Wetrok cleaning specialists are happy to advise you and look forward to hearing from you:

Wetrok AG (Headquarters)

Steinackerstrasse 62

8302 Kloten

Switzerland

0848 81 81 81

info@wetrok.ch



Order your free trial pack!

Would you like to test our granule-based cleaning products without obligation?
Order your Granuline trial pack today:

[Order a Trial Pack](#)

