



Kloten, August 2014

*Press Text Wetrok Calexan forte*

*Full Version*

High-performance sanitary cleaner with innovative formula

### **Wetrok Calexan forte: efficient, gentle, time-saving basic sanitary cleaner**

**The newly formulated basic sanitary cleaner Wetrok Calexan forte is a powerful limescale remover that protects sanitary fittings from corrosion and requires no rinsing. Application is simple and economical with the “manual foaming” method.**

The requirements placed on basic sanitary cleaners are contradictory: on one hand, cleaning products have to be as high-performance and fast-acting as possible. On the other hand, corrosion damage due to acid must be avoided. But trying to remove limescale and urine scale without acid is futile. The basic sanitary cleaner Wetrok Calexan forte has been a market leader for decades, and its new formula provides an elegant solution to this problem of opposing objectives. Its secret lies in the innovative combination of high-quality acid and a chemical inhibitor which slows down the corrosion process significantly. The component for rapid, residue-free removal of limescale and urine scale deposits is a high-quality, fast-action acid. This interacts perfectly with the in-built corrosion protection. The result is a “two-in-one” effect: the highest possible performance combined with protection for surfaces. To summarise: a perfectly balanced solution for hygienic and well-preserved sanitary fittings.

#### **Universal and fragrance-free**

Wetrok Calexan forte can be used undiluted, for instance for basic cleaning of sanitary installations, without causing corrosion damage to chrome-plated surfaces. The descaling action is boosted by surfactants. These remove residues of soap, shower gel, shampoo and other deposits. Wetrok Calexan forte has a neutral fragrance. This is particularly important when the cleaning crew has to work in small washrooms. With Wetrok Calexan forte, persistent and unpleasant smells during basic sanitary cleaning are a thing of the past.

**Also suitable for economical foaming**

Thanks to the new recipe for Wetrok Calexan forte, the efficient, safe “manual foaming” method can also now be used in basic sanitary cleaning. The innovative basic cleaner foams at a concentration of 20 per cent. Foam cleaning significantly reduces the consumption of chemicals without impairing cleaning power. The foam bottle keeps the use of chemicals and water to a minimum, while the “manual foaming” method increases job quality and therefore also staff motivation. Unlike for liquid application, the cleaning crew does not have to worry about breathing in spray particles or carrying around water buckets. In addition, this cleaning method is kinder on wrists and shoulders as no wringing out of cleaning cloths is required.

**Time is money – no need to rinse.**

The rinsing process is unnecessary with Wetrok Calexan forte. This halves the time needed for basic cleaning of sanitary fittings. However, the cleaning result is still undoubtedly superb: Wetrok Calexan forte achieves perfect hygiene levels in record time and leaves fittings sparkling with no extra work required.

**A mighty duo for basic and maintenance cleaning**

Wetrok Calexan forte was specially developed for basic sanitary cleaning. It is particularly useful for removing stubborn dirt and limescale, i.e. in specific situations. Wetrok Caledor is designed for daily maintenance cleaning and has similar properties to Wetrok Calexan forte in terms of performance and corrosion protection. The two cleaners are perfectly compatible and together they make a mighty duo, expertly meeting the tough demands of sanitary cleaning.

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*Short Version:*

High-performance sanitary cleaner with innovative formula

**Wetrok Calexan forte: efficient, gentle, time-saving basic sanitary cleaner**

The newly formulated basic sanitary cleaner Wetrok Calexan forte is a powerful limescale remover that protects sanitary fittings from corrosion and requires no rinsing. With its new recipe, it removes stubborn limescale deposits in record time. Despite this concentrated cleaning power, fittings remain protected against corrosion, significantly increasing their lifespan. With Wetrok Calexan forte, the efficient, safe “manual foaming” method can now also be used in basic sanitary cleaning, as the cleaner foams at a concentration of 20 per cent. Foaming means lower consumption of water and chemicals without compromising on cleaning performance. Wetrok Calexan forte is the perfect partner for the maintenance cleaner Wetrok Caledor.

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