

TAWIP novoSmart

High Performance Floor Cleaner & Care



Sustainability Information

Sustainable Contribution

- Certified with Cradle to Cradle Certified® Gold
- Certified with the European Ecolabel (DE/020/282)
- Developed to fulfill the Austrian Ecolabel
- Complete abandonment of toxic and harmful materials
- Outperforms other products at lower use concentration
- With surfactants of renewable plant-based origin
- TAWIP novoSmart with all its ingredients is totally biodegradable and has proven this important property in an accredited mineralization test according to OECD 302 B standard



Quality & Performance

- More than 30 years of experience in the development of high-performance and integrally sustainable cleaning concepts.
- Our Green Care Professional products are produced exclusively in the EMAS-certified plants in Mainz and Hallein in compliance with the highest quality standards



Safe for humans & environment

- Our formulas and packaging are safe for humans and nature as well as biological and technical cycles when used properly
- TAWIP novoSmart is formulated from readily biodegradable raw materials



Circular cleaning products

- Production with intensive use of renewable raw materials and energy up to 100% from hydropower, solar and geothermal power
- To find out how much plastic, CO₂ and crude oil can be saved with Green Care Professional products, visit: get.wmprof.com



Sustainable profitability

- Our intelligent systems and efficient formulas enable precise and economical dosing as well as complete emptying of the packaging
- Comprehensive and consistently practiced philosophy of sustainable management



Comprehensive Service

- As a strategic partner, we offer comprehensive know-how transfer through holistic consulting and support as part of our Green Care Academy
- Customized hygiene plans and cleaning recommendations optimizing your cleaning procedures and thus your business

Product certificates



Cradle to Cradle Certified® is a registered trademark of the Cradle to Cradle Products Innovation Institute.

Company certificates of Management Systems



EMAS: Most demanding system for sustainable environmental



DIN ISO 14001: Internationally recognized environmental management system



DIN ISO 50001: Internationally recognized energy management system



DIN ISO 9001: Internationally recognized quality management system



EcoVadis: Provider of business sustainability ratings



TAWIP novoSmart

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High slip resistance | Low cost in use | Safe application



Product profile

- Includes the SMART Anti-aging Care Additive - The exclusive 2-in-1 formulation includes coconut soap with self-shining attributes which nourishes the floor for increased protection.
- The TAWIP novoSmart cleaning & care system provides outstanding emulsifying qualities to the daily floor maintenance while ensuring the desired slip resistance according DIN 18032.
- TAWIP novoSmart is efficient in low use concentration and reduces the cost in use.
- TAWIP novoSmart with its integrated SMART dosing membrane allows flexible and convenient dosing while avoiding direct product contact.
- Majorly composed of renewable resources and coming in a bottle made of 100% recyclable, TAWIP novoSmart takes on the responsibility for future generations.

Area of application

- TAWIP novoSmart is suitable for mechanical and manual maintenance cleaning of all water-resistant floors such as e.g. PVC, linoleum, rubber, stone and sealed wood.
- Ideal for cleaning of large areas.
- Do not use on unsealed wooden flooring.

Ingredients, handling, storage and environmental instructions

For the ingredients list, please see the Safety Data Sheet. Product strictly reserve for a professional use. For all information regarding handling, storage conditions and disposal, please see the Safety Data Sheet.

Sales units:

pH value



Application and Dosing

Learn more at: www.green-care-academy.com