

ACTIV color



Sustainable development and production



EMAS:

- Continuous improvement of environmental performance
- Annual sustainability report
- Energy and water management
- Social Fairness



DIN ISO 14001:

- Continuous improvement in reducing waste and CO2 emissions, and saving of energy, water and material consumption



ISO 50001:

- Continuous improvement of energy management: performance, efficiency, security, use and consumption



A.I.S.E.-Charter:

- Safe and sustainable manufacturing of cleaning products



DIN ISO 9001:

- Continuous improvement of management processes and customer satisfaction
- Established quality management system in product development and production

green-Effective® High performing detergent for colored textiles

■ Eco-efficient performance with eco-effective product design

User and environmental safety at the highest cleaning performance



- Certified with the European Ecolabel (NL/006/009)
- Complete abandonment of toxic and harmful materials
- Outperforms other products at lower use concentration

Complete biodegradability



- ACTIV color with all its ingredients is biodegradable and according to this important property in an accredited mineralization test according to OECD 302 B standard*

*for more information please visit www.wmprof.com

Intensive use of renewable resources – continuous increase of the reutilisation score



- Production under extensive use of renewable raw materials and energy using to 100% hydroelectric, solar and geothermic power
- Active water stewardship maintaining an own fresh and waste water treatment

Ingredient declaration

For the ingredients list, please see the Safety Data Sheet

Traditional German quality - driving your durable business development



- More than 30 years pioneer in sustainable product development
- Smart hygiene solutions ensuring profitable growth
- Trusted brand

Professional user training and on-site support for Sustainable Hygiene Solutions



- Comprehensive knowledge transfer through qualified cleaning consultants
- Customized hygiene plans and cleaning recommendations optimizing your business and cleaning procedures
- Increased service value and strengthened company reputation





ACTIV color



High performing detergent for colored textiles

- Enzymatic ■ No colour fading ■ EU-Ecolabel certified

Product profile

- ACTIV color is a specially designed detergent for colored textiles preventing color fading and not containing whitening agents or optical brighteners.
- The combination of biodegradable surfactants and sequestering agents enables an effective cleaning of colored textiles even in low temperatures and contributing to an efficient washing result.
- The containing natural enzymes and the emulsifying power ensure impeccable washing result.
- ACTIV color is certified with the EU Ecolabel and the formulation contains a high content of renewable ingredients and a plant-based surfactant system.
- Mainly composed of renewable sources, ACTIV color takes on the responsibility for future generations.

Application and Dosing



Dose in relation to application and degree of soil. Follow below instructions.



Application area: developed for professional laundries.

Area of application

- Suitable for all textiles (except wool and silk) and for all types of professional or domestic washing machines.
- ACTIV color is a concentrated powder
- The convenient 10 kg bag provides higher ergonomics for work-staff safety.

Product safety, storage and environmental instructions

Safety: For professional use only. For further information, see Safety Data Sheet.

Storage: Store at room temperature in the original container.

Environmental: Only give complete emptied packaging to special waste disposal. For maximum effectiveness always use the correct dosage and lowest recommended temperature. This will minimize both energy and water consumption and reduce water pollution.

Sales units

Order No. 716050 1 x 10 kg

Your trusted partner on site

Icon	11 g	13 g	16 g
1 drop	13 ml	16 ml	19 ml
2 drops	16 ml	19 ml	24 ml
3 drops	19 ml	24 ml	28 ml
Washing machine icon		10 g	16 g
		12 ml	19 ml
Hand icon	8 g / 1L 100 ml / 10 L 84 g / 10L		

pH-Value 1%

