

SOFT fresh



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® Fabric softener for last rinse

■ Eco-efficient performance with eco-effective product design

User and environmental safety at the highest cleaning performance

- Complete abandonment of toxic and harmful materials
- Outperforms other products at lower use concentration

Complete biodegradability



- SOFT fresh with all its ingredients is totally biodegradable and has proven 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 geothermal 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



makes the difference

SOFT fresh



green-Effective® Fabric softener for last rinse

- 100% European plant-based ■ Anti-static effect ■ Long-lasting perfume

Product profile

- SOFT fresh is composed of 100% European plant-based surfactants, enhancing environmental responsibility, while making the linen silky and soft.
- Thanks to its formula full of cationic agents, SOFT fresh allows to remove static electricity on linen while enabling a quick and easy ironing and leaving the laundry velvety soft.
- SOFT fresh has a fresh perfume that will last on linen.

Area of application

- To be used for finishing of textiles in the washing machine.
- Insert SOFT fresh in the final rinse with a pump or in the fabric softener machine drawer.

Application and Dosing



5-15 ml/ kg



Manual dosing:








Can be applied with automatic dosing system.



developed for professional laundries.



facilitates ironing.

			
	5 ml*	10 ml*	15 ml*
	5 g*	10 g*	15 g*

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. Do not store under 4°C and not over 25°C.

Environmental: For maximum effectiveness always use the correct dosage. This will minimize water consumption and reduce water pollution.

Sales units

Order No. 715688 2 x 5 L
Order No. 715687 1 x 15 L

Your trusted partner on site

pH-Value

