



**NOT JUST GREEN – CLEAN CHEMISTRY  
NEW ENVIRONMENTALLY FRIENDLY CHEMISTRY**

**PURELABS ANNOUNCES ALKALI-PEROXIDE  
THE “NEXT GENERATION” OF CLEANING**

PureLabs has developed a new generation of cleaning products which use oxidative power to improve the cleaning, bleaching, stain removal and deodorizing performance of our unique detergent formulations. We have designed an entire line of chlorine free cleaners that will out perform any of the old technology chlor-alkali cleaners currently in use. We have also engineered low and sodium free enhanced performance products to address some of the critical electro-conductivity or salinity issues found in areas like central California and Florida.

**PureLabs formulations deliver:**

- **Enhanced chlorine free cleaning – CIP, foam, circulation, and manual cleaning applications**
- **No sodium hydroxide – No sodium hypochlorite**
- **Activated oxygen releasing formulas for deeper cleaning**
- **Powder and liquid systems**
- **Reduced impact on waste water – lower BOD and COD numbers**
- **Meets or exceeds all current standards for Green and Organic chemicals**

<b>PURELABS PRODUCT</b>	<b>DESCRIPTION</b>
<b>EnviroSecure Defender Additive</b>	Concentrated hydrogen peroxide with rinsing aids and stabilizers for use with all liquid cleaning bases.
<b>EnviroSecure CIP</b>	Super concentrated non-foaming CIP cleaner.
<b>EnviroSecure CIP NS</b>	Non-sodium concentrated CIP cleaner.
<b>EnviroSecure Foam</b>	Super strong high dilution foaming cleaner.
<b>EnviroSecure Foam NS</b>	Non-sodium concentrated foaming cleaner.
<b>EnviroSecure Safe</b>	Mild alkali-concentrate for foaming soft metal.
<b>EnviroSecure CIP Powder</b>	Superior alkali-peroxide CIP cleaner - oxygen activated
<b>EnviroSecure</b>	Alkali-peroxide floor cleaner and treatment.

PureLabs alkali-peroxide liquid cleaning programs are designed around a point of use combination of the most concentrated formulas available. We dual feed at point of use so we can build a stronger product: which means fewer drums, less freight, less packaging. This gives us a more sustainable environmentally friendly solution.