



Novaline

Perfectly uniting technology and nature

Cleaning Excellence
Trusted Swiss Quality



Novaline

Progress meets sustainability

With its Novaline, Wetrok has created the **most sustainable cleaning product line** of all time! Compared with conventional cleaning products, Novaline offers the best balance between nature and technology – **unbeatable resource efficiency** with the same familiar Wetrok quality.

What makes Novaline unique is the use of **biosurfactants**. Wetrok is the first company to succeed in the stable use of biosurfactants as active raw materials in cleaning concentrates. This allows Wetrok to minimise the consumption of land resources, even compared with other sustainability lines, while also reducing emissions during production. The Novaline series developed in Switzerland is also completely biodegradable. Combined with canisters made of recycled plastic and a recycling process, we are setting new standards.

A cleaning innovation designed thoroughly from A to Z – **Leaders in sustainability.**

Customers and experts alike confirm the high effectiveness of Novaline. Despite its consistent focus on sustainability, the range impresses in practice with its first-class cleaning performance:



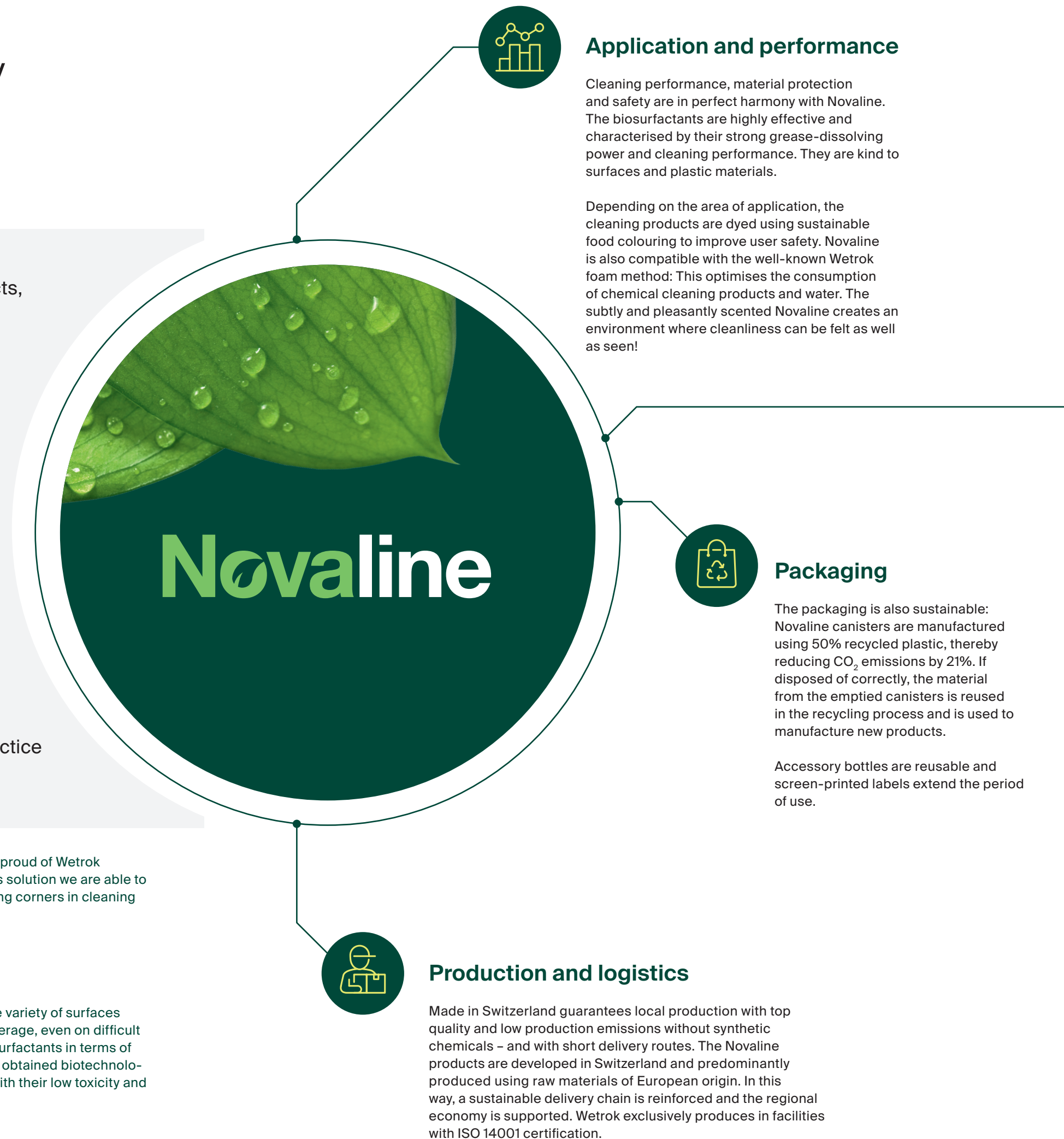
” For years, we have relied on ecological cleaning lines. We are particularly proud of Wetrok Novaline with innovative biosurfactants in daily building cleaning. With this solution we are able to offer all our customers ideal sustainability in cleaning work – without cutting corners in cleaning performance. ”

Jeremy Loosli, Division Manager, Splendida Services AG



” The Novaline was rigorously tested in our specialised laboratory on a wide variety of surfaces and floor coverings. The result of the cleaning performance was above average, even on difficult surfaces. The biosurfactants contained are comparable to conventional surfactants in terms of efficiency and grease dissolving power. The innovative biosurfactants are obtained biotechnologically in an environmentally friendly fermentation process and impress with their low toxicity and protection of aquatic ecosystems. ”

Prof. Dr. Eilts, Sigmaringen University of Applied Sciences



A world first

The revolutionary cleaning line



Novafloor

Floor maintenance cleaner

- Biosurfactants
- Fast wetting
- pH-neutral
- Solvent-free
- Meets the requirements of DIN 18032



Novasan

Sanitary maintenance cleaner

- Based on fruit acid
- Daily limescale removal
- Highly acidic



Novasurf

All-purpose cleaners

- Biosurfactants
- Without leaving streaks and quick-drying
- pH-neutral
- Organic solvent



Novasan neutral

Sanitary maintenance cleaner

- Biosurfactants
- For acid-sensitive materials
- pH-neutral
- Solvent-free



Novacristal

Glass & surface cleaning

- Biosurfactants
- Streak-free result
- Gentle on materials
- Non-foaming



Novasan forte

Basic sanitary cleaner

- Based on methanesulfonic acid, fruit acid
- Strongly acidic
- Removes limescale deposits and urine scale
- Reddish in colour



All products are fully biodegradable according to OECD 302b!

Novabowl

Toilet cleaner

- Based on methanesulfonic acid
- Highly acidic pH value
- Thick consistency: adheres well to vertical surfaces



Innovation

Biosurfactants are the future



Conventional cleaning agents contain surfactants that are usually produced based on mineral oil, palm oil or other plant oils and using a highly synthetic process. On the other hand, the production of biosurfactants is inspired and supported by nature. They are generated in a gentle patented fermentation process using microorganisms. The plant-based raw materials required for fermentation are extracted from food industry waste products, further easing the burden on the food cycle. As a result, there are 30 to 50% less CO₂ emissions (compared with conventional surfactants) and no valuable food resources are used. This means that the production of bio-surfactants is more resource-friendly than other popular approaches to sustainability that can be found on the market.

Due to the novel method of generating biosurfactants through fermentation with microorganisms, they are highly biodegradable after cleaning and help to conserve the environment. The production of biosurfactants as a natural phenomenon has been known for some time now. But it took a great deal of effort in development to copy this natural process and stabilise the extracted biosurfactants in cleaning agent concentrates.

With Novaline, Wetrok has achieved a unique milestone in sustainability for chemical cleaning products!

By obtaining environmental certification with the EU Ecolabel and Austrian Ecolabel, Novaline has proven its commitment to sustainability.



UW-Nr. 767

Wetrok

We think ahead and act sustainably

Sustainability is not some empty phrase for us: we embody our passion on multiple levels. We care as much about conserving the environment as we do about building hygiene and cleanliness, which is why we are committed to nature, people and animals according to various labels as well as ISO 14001. Thanks to our wide range of different ecological cleaners, we are able to address all customer requirements and offer tailor-made solutions.

Find the right cleaning product and get advice from us:

		Novaline The perfect combination of innovation and sustainability	Granuline Sustainable thanks to optimised process	EcoLine Top performance with excellent sustainability	wetco line The whole package for newcomers to sustainability
Customer benefit	Cleaning results	●●●●●	●●●●	●●●●	●●●
	Cost Savings	●●●●●	●●●●	●●	●●●
	Safe application and ease of use	●●●●●	●●●●	●●●	●●
	Image	●●●●	●●●●	●●●	●●●
Sustainability	Recipe	●●●●	●	●●	●●
	Packaging	●●●●	●	●●	●●
	Production and logistics	●●●●	●●●●	●●	●●
	Energy/CO ₂	●●●●	●●●●	●●●	●●●
	Biodegradability	●●●●	●●●	●●●●	●●●

Do you have any questions about Novaline or our entire sustainability range?

Your Wetrok contact on our field service team is happy to provide expert assistance.



Find out more

www.wetrok.com

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