

Sustainability

Cleaning for a
better tomorrow.

We are your sustainability experts

The right product for every customer need



Our range

- 4 Sustainable cleaning
- 6 wetco Line
- 10 Ecoline
- 16 Granuline
- 22 Novaline

Sustainability

- 28 All-in-One
- 30 Methods & Concepts
- 32 Recycling

We are Wetrok

- 36 ecovadis
- 38 Swissness

Four lines, one goal

From proven ecology to next-generation product innovation

An intact environment is as important to us as hygiene and cleanliness in buildings. That is why sustainability and environmental protection are firmly anchored in our corporate philosophy – not as a trend but as a lasting commitment that we pursue with Swiss precision, innovative strength and a sense of responsibility.

With a broad range of sustainable cleaning agents, we adapt to the individual needs of our customers. Our product range conserves resources – from production and use to environmentally sound disposal.



Classic sustainability lines

wetco line

Complete package for sustainability beginners

Economics meets ecology:
it offers an unbeatable price-performance ratio without compromising sustainability or cleaning efficiency.



Ecoline

Environmentally friendly with maximum performance

Environmental protection and cleanliness perfectly combined:
a wide range for impressive cleaning results with minimal environmental impact.



Innovative sustainability lines

Granuline

Sustainable thanks to optimised processes

Compact, practical and climate-friendly:
Granuline simplifies transport and handling. Its production is climate-neutral and supported by international climate protection projects.



Novaline

Perfectly uniting technology and nature

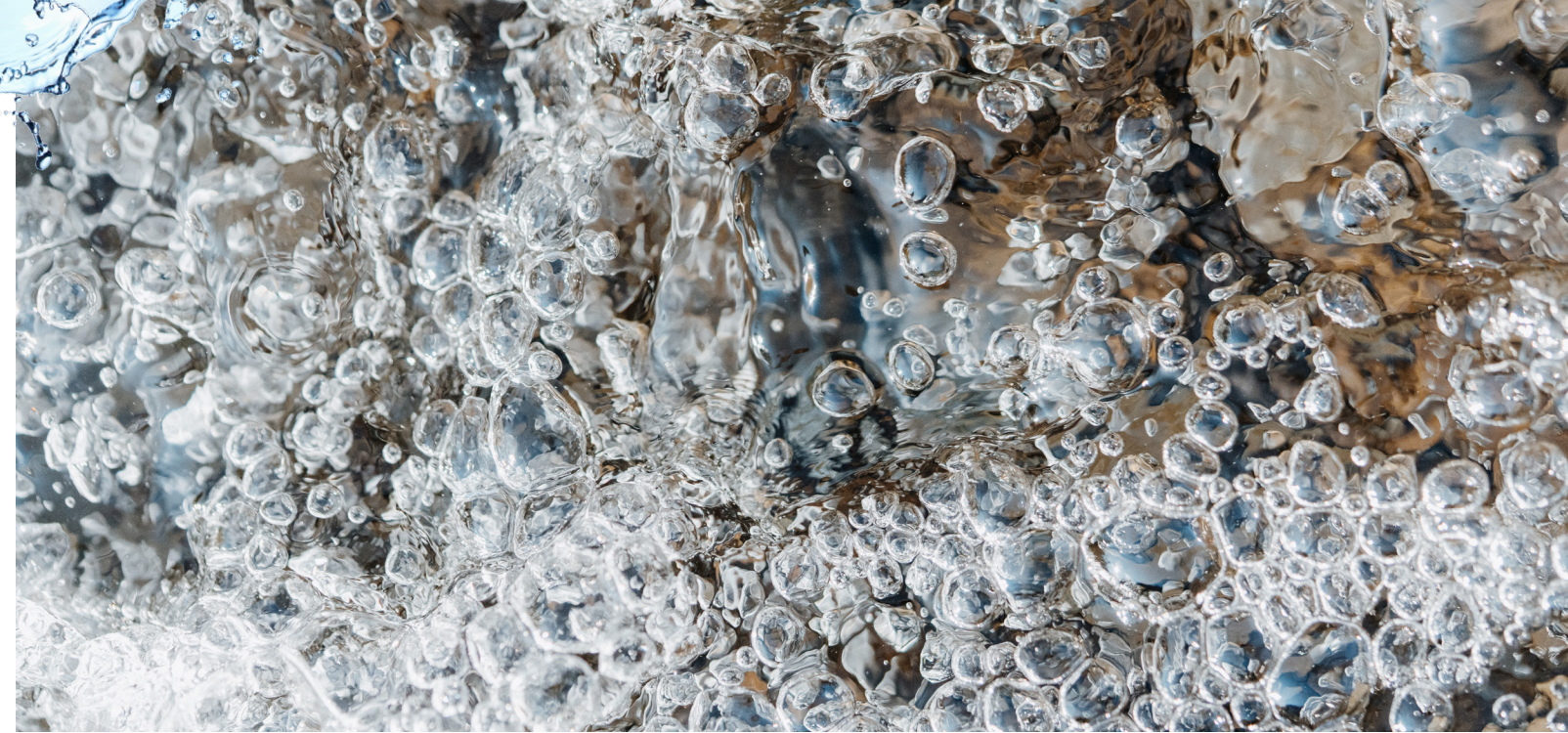
Our most advanced cleaning line:
Thanks to innovative bio-based surfactants, the Novaline achieves exceptional environmental compatibility and sets new standards in sustainability and performance.



wetco Line

The complete package for sustainability beginners

With a clear focus on a sustainable overall concept, wetco Line delivers cleaning performance with minimal effort. The products are perfume-free, making them ideal for all users who prefer unscented cleaners.



Application & performance

wetco Line provides versatile cleaning solutions for floors, surfaces, glass and sanitary areas. It stands out with reliable results, a sustainable formulation (Nordic Swan Ecolabel certified) and an attractive price-performance ratio. Colour coding, precise dosing instructions and the absence of allergens, perfumes and critical preservatives ensure maximum user safety. Manual foam cleaning saves water and chemicals.

Water and chemical savings 75 %



Formulation

Formulated with sustainable raw materials that meet the strict Nordic Ecolabel criteria. All cleaners are readily biodegradable, wastewater-compatible and free from perfumes, allergens and critical preservatives. Optimised formulations mean only minimal dosage is required without reducing cleaning performance – protecting the environment while achieving spotless results.

Improved formulation according to Nordic Ecolabel +50 %



Packaging

wetco Line uses resource-saving transparent mono-material packaging – fully recyclable and returnable through the Wetrok take-back system. Refillable foam and spray bottles extend container lifespan and reduce packaging waste.

Packaging waste reduced 50 %



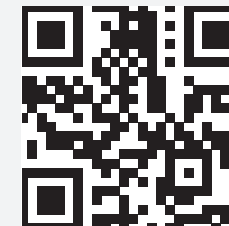
Production & logistics

Developed and produced in Switzerland in ISO 14001-certified facilities. Central storage and short transport routes reduce CO₂ emissions.

CO₂ emissions reduced 50 %

wetco Line is a certified no-nonsense maintenance-cleaner range developed for all daily cleaning tasks.

At a glance – the benefits of wetco Line:



Here you can find the products of the wetco line online.

- ✓ **Simple for everyday use**
Straightforward, versatile range for all basic applications.
- ✓ **Safe in use**
Colour coding, exact dosage, allergen-free.
- ✓ **Certified sustainability**
Nordic Swan Ecolabel certified.
- ✓ **Cost-efficient**
Economical to buy, powerful in effect.



“ wetco Line is simple, eco-friendly and cost-effective. With Nordic Swan Ecolabel-certified products, Wetrok gave us the green solution we were looking for. Thanks to its versatility, we now need far fewer different cleaners. Who says quality can't be affordable??

Lee Stephenson
National Cleaning Manager, Nuffield Health (UK)

Maintenance cleaner range

no frills

The awarding of the Nordic Ecolabel certification confirms the sustainability of the wetco line.



wetco floor

Floor maintenance cleaner

Lightly alkaline, low-foaming and uni-versally applicable – manual or machine use on all common floor coverings for streak-free cleanliness.

- Properties:**
- mildly alkaline
 - low-foaming

Fragrance-free



wetco surf

All-purpose cleaner

pH-neutral surface cleaner that dries quickly and streak-free on all washable surfaces; also suitable for manual floor cleaning.

- Properties:**
- pH-neutral
 - highly foaming
 - dries quickly and streak-free
 - alcohol-based

Fragrance-free



wetco cristal

Glass cleaner

Ready-to-use, pH-neutral glass cleaner that removes oil and grease residues without streaks, leaving surfaces gleaming.

- Properties:**
- pH-neutral
 - non-foaming
 - dries quickly and streak-free
 - ready to use

Fragrance-free



wetco san

Sanitary maintenance cleaner

Effectively removes limescale and dirt from fittings, shower walls and toilet seats. Strongly acidic but gentle on chrome surfaces.

- Properties:**
- highly foaming
 - strongly acidic pH value
 - suitable for soft to medium water hardness

Fragrance-free



wetco san neutral

Sanitary maintenance cleaner

Developed for acid-sensitive sanitary surfaces such as marble and limestone; reliable and streak-free.

- Properties:**
- highly foaming
 - pH value
 - ideal for acid-sensitive surfaces such as limestone, marble, etc.

Fragrance-free



Ecoline

Best performance with high sustainability

Ecoline offers a cleaning solution that perfectly combines sustainability, cost-efficiency and effectiveness – for immaculate results and responsible use of our environment.



Application & performance

Comprehensive range for daily facility cleaning – six products for floors, surfaces and sanitary areas. Cleaning performance tested by independent institutes equals that of conventional premium cleaners. Manual foam cleaning reduces water and chemical use without sacrificing efficiency. Coloured product labelling and precise dosing instructions increase safety and prevent overdosing.

Water and chemical savings 100 %



Formulation

Based on eco-friendly, biodegradable raw materials, developed in line with EU Ecolabel and Austrian Ecolabel standards. Free from allergens, wastewater-compatible and highly effective even at low doses – minimising resource consumption at maximum cleaning power.

Formula improved by 50% in accordance with the EU Ecolabel and the Austrian Ecolabel.



Packaging

Recycling-friendly clear mono-material packaging – fully returnable via the Wetrok take-back system. Refillable bottles extend service life; screen-printed labelling allows reuse.

Packaging waste reduced 50 %



Production & logistics

Developed in Kloten and produced in ISO 14001-certified facilities for the highest environmental standards. Centralised warehousing and short Swiss transport routes lower CO₂ emissions. High product concentration saves storage space and reduces transport weight.

CO₂ emissions reduced 50 %

With Ecoline you choose environmentally responsible products that conserve resources while ensuring hygienically clean surfaces.

At a glance – the benefits of Ecoline



Here you can find the products of the Ecoline online.

- ✓ **Comprehensive range**
Six products for floors, surfaces and sanitary areas .
- ✓ **Highly effective**
Independently tested premium-level cleaning performance.
- ✓ **Ecologically sound**
EU Ecolabel & Austrian Ecolabel certified.
- ✓ **Intelligent packaging**
Mono-material, recyclable, refillable.



” Sustainability is a top priority for us. The Ecofloor floor cleaner has impressed us for years with strong cleaning performance and versatile use, so we deploy it company-wide. On request, we complement it with Ecoline products using the foam method – saving water and chemicals and improving safety through ergonomic handling.

Heribert Marchon
Head of Quality & Environmental Management, Honegger AG

Holistic facility cleaning

with maximum cleaning performance

The awarding of the EU Ecolabel and the Austrian Ecolabel certifications confirms the sustainability of the Ecoline.



Ecofloor

Floor maintenance cleaner

Ecofloor ensures deep and thorough cleaning on all water-resistant floors. Mildly alkaline, low-foaming and machine-compatible, it meets DIN 18032 standards and is also suitable for conductive flooring.

Properties:

- powerful floor cleaner
- mildly alkaline
- low-foaming
- meets the requirements of DIN 18032
- suitable for conductive floor coverings

Readily biodegradable



Ecosal

All-purpose cleaner

The all-rounder in the Ecoline range. This all-purpose cleaner tackles washable surfaces across the entire building with ease – removing grease, oil, fingerprints and dust. Its pH-neutral formula makes Ecosal kind to both skin and surfaces.

Properties:

- foaming
- pH-neutral
- solvent-free
- gentle on skin and materials

Readily biodegradable



Ecovital

Glass cleaner

Applied directly from the spray bottle, it ensures easy, streak-free drying – eliminating the need for time-consuming polishing. The glass cleaner is pH-neutral, dries quickly and provides an antistatic effect that prevents static build-up on surfaces.

Properties:

- non-foaming
- pH-neutral
- quick-drying and streak-free
- antistatic effect depending on surface
- use undiluted

Readily biodegradable



Ecosan

Sanitary maintenance cleaner

Ecosan stands for thorough hygiene in sanitary areas. The highly foaming cleaner efficiently removes limescale, urine and soap residues from washable, acid-resistant surfaces. Its strong cleaning performance is maintained even in areas with soft to medium water hardness.

Properties:

- highly foaming
- strongly acidic pH value
- suitable for soft to medium water hardness

Readily biodegradable



Eco Calixin

Sanitary deep cleaner

When it comes to stubborn limescale deposits, Eco Calixin shows its full strength. The deep cleaner effortlessly removes even cement residue and persistent dirt.

Properties:

- highly foaming
- strongly acidic pH value
- for descaling and removing cement residue

Readily biodegradable



Eco Calcitin

Toilet cleaner

Eco Calcitin is the specialised toilet cleaner of the Ecoline, designed to tackle stubborn deposits in toilets and urinals with ease. Its thick formula adheres perfectly to vertical surfaces, removing limescale and urine stone effortlessly. Thanks to the use of a unique, low-corrosive acid composition, the value and integrity of the cleaned surfaces are preserved.

Properties:

- foaming
- strongly acidic pH value
- viscous formula adheres to vertical surfaces
- removes limescale and urine scale deposits

Readily biodegradable



Revolutionary innovations

We are taking new paths
towards a sustainable future



Granuline

Pre-dosed granulate cleaners with a sustainability bonus

Granuline offers patented cleaning performance and lower process costs in a practical sachet. The pre-dosed granules dissolve in seconds once water is added – ready to clean immediately.



Application & performance

Granuline stands for easy use and powerful cleaning. The pre-portioned granules dissolve quickly and deliver reliable results on floors, surfaces and in sanitary areas. One sachet per application – no dosing tools required. This saves time, reduces costs and increases user safety.

Water and chemical savings 100 %



Formulation

Wetrok Granuline focuses on maximum efficiency and environmental compatibility. The products are solvent-free (VOC-free) and preservative-free. The required amount of chemistry is reduced to a minimum. In combination with the Wetrok foam cleaning method, Granuline saves up to 30 % chemicals and up to 90 % water.

Improved formulation according to EU Ecolabel and Austrian Ecolabel +25 %



Packaging

Granuline comes in handy, perforated sachets – safe to use, no skin or eye contact. Compact packaging saves storage space, transport weight and up to 97 % packaging material per litre compared with liquid chemistry. Carton boxes contain more than 95 % recycled material; CO₂ emissions are offset via ClimatePartner.

Packaging waste reduced 25 %



Production & logistics

By eliminating water, Granuline cuts transport weight and costs by up to 75 %. The compact format simplifies transport, even by car. Production emissions are continuously reduced and residual emissions offset through climate-protection projects.

Transport weight and cost reduced 75 %



Granuline simplifies cleaning with practical single doses, saves storage space and ensures fast, hygienic results.

At a glance – the benefits of Granuline



Here you can find the products of the Granuline online.

- ✓ **Precise dosing**
No topping-up, no errors.
- ✓ **Handy sachets**
No heavy lifting, no spills.
- ✓ **Resource-saving**
Minimal chemistry, climate-neutral production.
- ✓ **Maximum efficiency**
Intuitive to use, instantly ready, water-free concept



” By switching from liquid cleaners to granules we cut transport volume and storage space by more than 75 %. Considering all these savings, Wetrok Granuline is ultimately cheaper than any conventional liquid cleaner.

Peter Härry
Regional Manager North-West Switzerland, Rohr AG Cleaning Services

Save costs with system

Pre-dosed granulate cleaners with a sustainability bonus

Granuline offers patented cleaning technology and reduced process costs – all in a practical sachet. The pre-dosed granules dissolve within seconds when mixed with water, allowing you to start cleaning right away.

The foaming method makes using Granuline especially easy:

With just a few simple steps, granulate and water combine to create a stable, highly effective foam. This foam adheres to surfaces for longer, providing a more intensive cleaning effect than conventional liquid solutions. At the same time, the pre-dosed sachets prevent any overdosing – ensuring consistent quality and full cost transparency.

The system saves time during preparation, reduces training requirements and protects the environment through lower chemical consumption. In this way, you combine efficient workflows with sustainable cleaning at the highest level.

Open. Mix. Clean. That’s how the foam method works.

01

02

03

04

05

Fill the foaming bottle with water up to the marking.

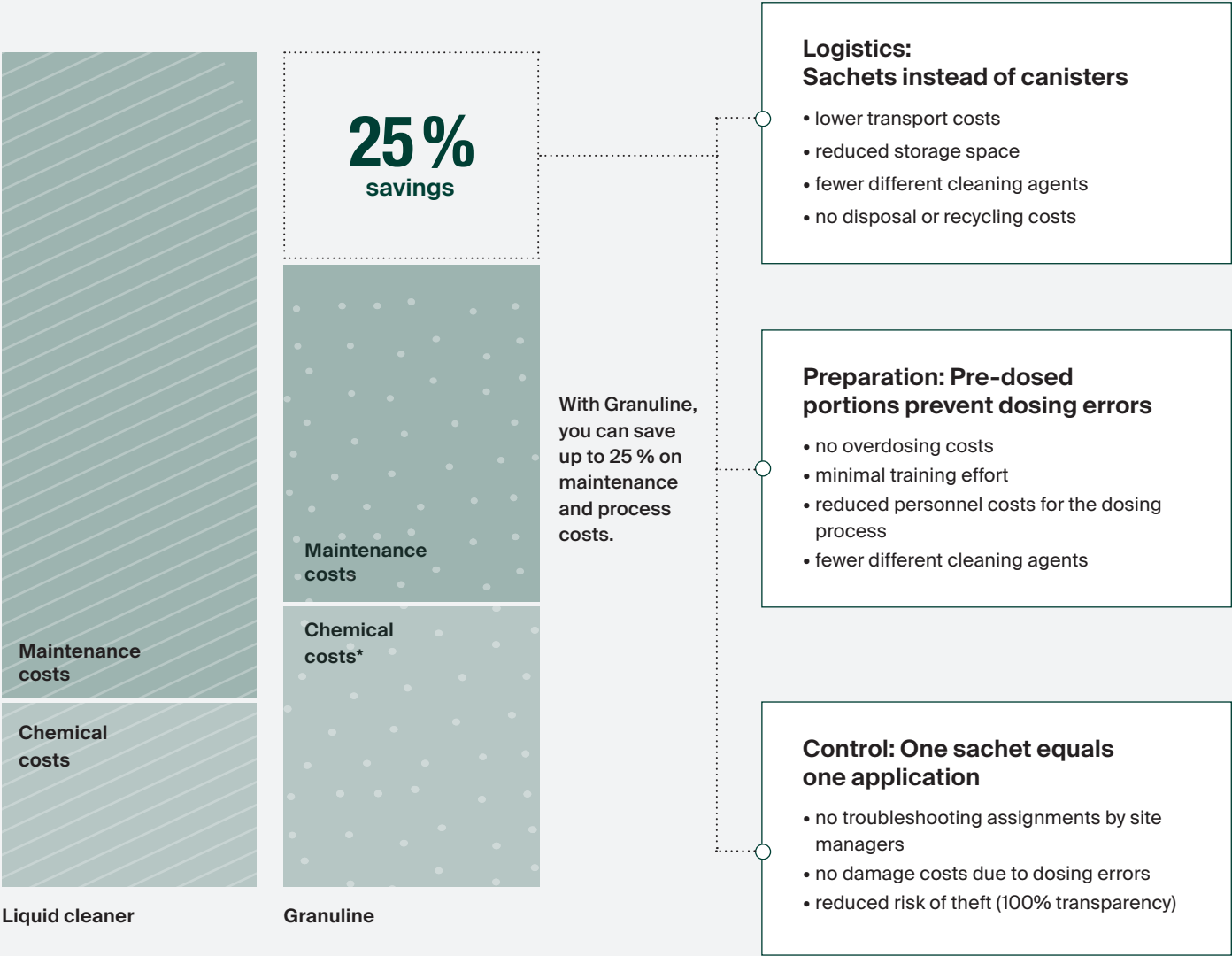
Open the granulate sachet and pour in the granules.

Close the foaming bottle.

Shake the foaming bottle.

Apply the generated foam to a microfibre cloth.

25 % cost savings across the entire process and a 41 % CO₂ reduction compared with liquid cleaners.



Savings in Transport



Six lorries, each carrying 20 tonnes of conventional liquid cleaner (01), are replaced by one lorry carrying 3.2 tonnes of Granusurf (02).

***Chemical Costs**

Why is granulate more expensive to purchase?

Due to individual packaging (pre-dosed single portions) and the complex granulation process during production, the purchase price of granulate is higher than that of liquid cleaners.

Granulate Cleaner Range

Powerful cleaning in the smallest space

The entire Granuline range is Climate-Partner certified and was also the winner of the Innovation Award at CMS Berlin 2017.



Granufloor & 4L	Granufloor 2L	Granusurf	Granusan	Granusan forte	Granubowl
Floor maintenance cleaner	Floor maintenance cleaner	Surface cleaner	Sanitary maintenance cleaner	Sanitary deep cleaner	Toilet cleaner
Ensures perfectly clean floors – whether cleaned manually or by machine. The self-mixing formula guarantees optimal blending even in large machine tanks, delivering streak-free floor cleaning without the use of solvents.	Ensures perfectly clean floors – whether cleaned manually or by machine. The self-mixing formula guarantees optimal blending even in large machine tanks, delivering streak-free floor cleaning without the use of solvents.	Delivers sparkling cleanliness on all washable surfaces and leaves a pleasant fragrance.	Reliably removes limescale and dirt from fittings and surfaces, leaving a hygienic freshness.	Extra-strong performance against stubborn limescale. This sanitary deep cleaner ensures thorough cleanliness and extends the lifespan of fittings and surfaces.	It impresses with its ultra-powerful cleaning performance, delivering reliable hygiene even in toilets – including hard-to-reach areas and on the most stubborn deposits.
Properties: <ul style="list-style-type: none"> • self-mixing • suitable for machine use • solvent-free • dissolves instantly on contact with water • lightly perfumed • green-coloured 	Properties: <ul style="list-style-type: none"> • self-mixing • suitable for machine use • solvent-free • dissolves instantly on contact with water • lightly perfumed • green-coloured 	Properties: <ul style="list-style-type: none"> • mildly alkaline • highly foaming – perfect for the «manual foam cleaning» method • dissolves instantly on contact with water • lightly fragranced • blue in colour 	Properties: <ul style="list-style-type: none"> • acidic • highly foaming – perfect for the «manual foam cleaning» method • dissolves instantly on contact with water • lightly fragranced • red in colour 	Properties: <ul style="list-style-type: none"> • very strongly acidic • highly foaming – perfect for the «manual foam cleaning» method • dissolves instantly on contact with water • unfragranced 	Properties: <ul style="list-style-type: none"> • very strongly acidic • highly foaming • dissolves instantly on contact with water • turns blue • unfragranced
Suitable for all water-resistant floor coverings	Suitable for all water-resistant floor coverings	Suitable for all water-resistant floor coverings	Suitable for all water-resistant floor coverings	Suitable for all water-resistant floor coverings	Suitable for all water-resistant floor coverings
Dosage: <div>1x 1 stick per 8 l water</div> <div>1x 1 stick per 10 l water</div>	Dosage: <div>1x 1 stick per 8 l water</div> <div>1x 1 stick per 10 l water</div>	Dosage: <div>1x 1 stick per 4 l water</div> <div>1x 1 stick per Wetrok foaming bottle</div>	Dosage: <div>1x 1 stick per 4 l water</div> <div>1x 1 stick per Wetrok foaming bottle</div>	Dosage: <div>1x 1 stick per 4 l water</div> <div>1x 1 stick per Wetrok foaming bottle</div>	Dosage: <div>1x 1 stick per toilet</div>

Novaline

Progress meets sustainability

With Novaline we present our most sustainable cleaning line ever. It unites advanced cleaning technology with eco-friendly innovation – the perfect balance between technology and nature.



Application & performance

Novaline combines strong cleaning power, material protection and safety. Bio-based surfactants dissolve grease effectively yet remain gentle on surfaces. Colour coding with food-grade dyes enhances user safety. The foam method reduces water and chemical use. A subtle fragrance provides a sense of freshness.

Water & chemical savings 100 %



Formulation

Novaline uses bio-based surfactants obtained through microbial fermentation of plant residues – without mineral or palm oil. This resource-saving process reduces CO₂ emissions by up to 50 % and protects the food chain. Bio-surfactants are readily biodegradable and gentle on wastewater systems. Their manufacture follows nature's example – now stabilised for cleaning products for the first time.

Improved formulation according to EU Ecolabel and Austrian Ecolabel +100 %



Packaging

Novaline canisters consist of 50 % recycled plastic – cutting CO₂ emissions by 21 %. In Switzerland, empty containers are taken back by Wetrok; abroad, proper recycling is possible. Reusable accessory bottles with screen printing extend product life.

Packaging waste reduced 100 %



Production & logistics

Developed in Switzerland and manufactured in ISO 14001-certified facilities – without chemical synthesis and with short delivery routes. Most raw materials come from Europe, strengthening the regional economy and ensuring a sustainable supply chain. **With Novaline, we have achieved a unique milestone in the sustainability of cleaning chemistry!**

Transport routes & costs reduced 100 %



At a glance – the benefits of Novaline:



Find the Novaline products online here.

- ✓ Maximum cleaning power – high-performance bio-surfactants.
- ✓ Sustainably produced – fermentation instead of mineral or palm oil .
- ✓ Noticeable quality – gentle fragrance and clear colour coding.
- ✓ Sustainable system – ecological from formulation to packaging.



” 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
Department of Life Sciences / Applied Cleaning and Hygiene, Sigmaringen University



” We've relied on eco-friendly cleaning lines for years, but Wetrok Novaline with its innovative bio-surfactants truly impressed us. It allows us to offer customers the most sustainable cleaning possible – without compromising performance.

Jeremy Loosli
Managing Director, Splendida Services AG

What are bio-surfactants?

Clean performance in harmony with nature

Surfactants are the key ingredients of modern cleaning agents – they dissolve fats, oils and dirt.



Next Generation Surfactants

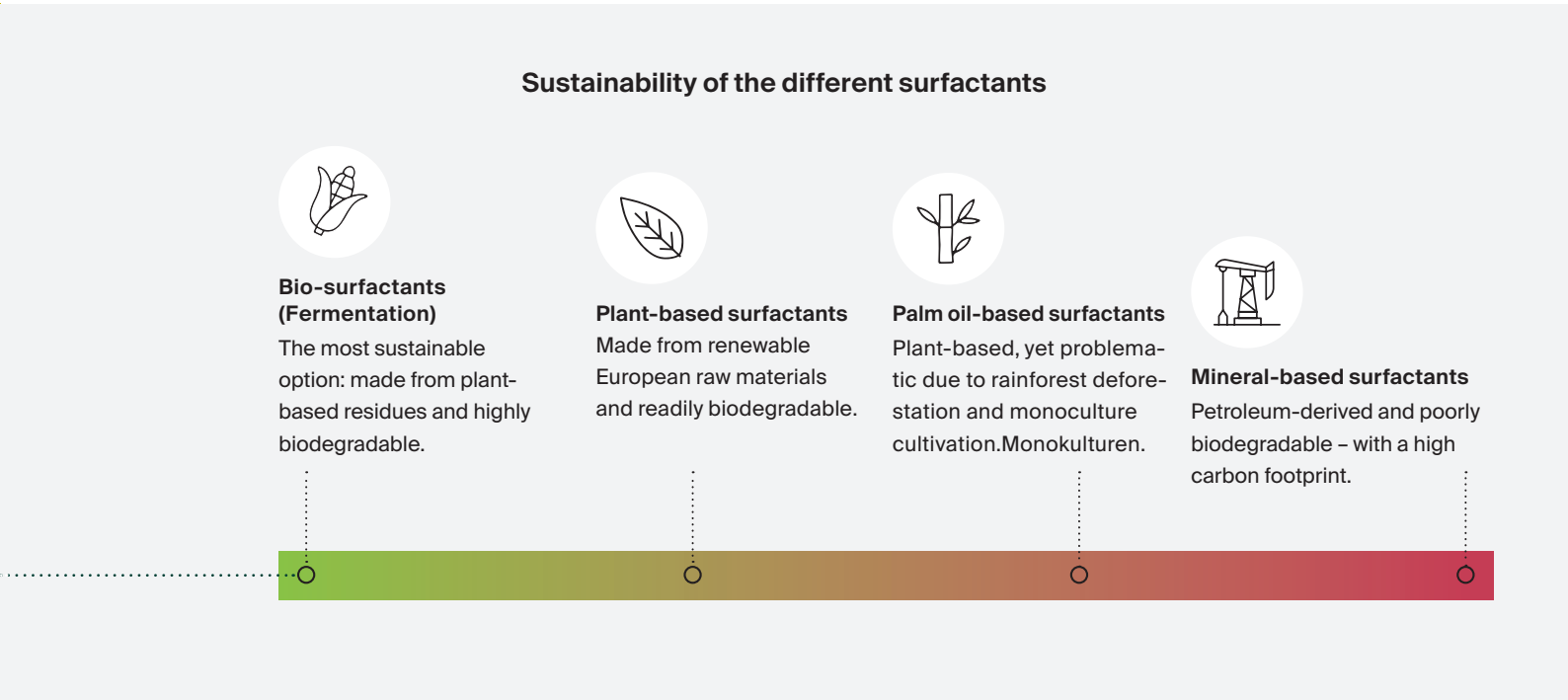
Conventional surfactants are typically based on mineral, palm or other plant oils and are produced through energy-intensive chemical processes. Bio-surfactants, on the other hand, are created through fermentation with microorganisms – a patented process that uses plant-based waste materials from the food industry as raw ingredients. They are just as effective, yet significantly more environmentally friendly: CO₂ emissions during production are reduced by up to 50%.

In terms of performance, bio-surfactants are in no way inferior to conventional variants. However, their production is far more environmentally friendly. Even after use, they continue to impress: bio-surfactants are readily biodegradable and leave no residues in water or nature. All cleaning agents are produced in Switzerland, in ISO 14001-certified facilities that operate under the highest environmental standards – using renewable raw materials and short transport routes. The bio-surfactants themselves are manufactured in Europe.

Sustainability check

Not all surfactants are equal

While mineral- or palm oil-based surfactants come with ecological drawbacks, plant-based alternatives already offer significant improvements. But the future belongs to bio-surfactants: they combine outstanding cleaning performance with a significantly reduced carbon footprint and are fully biodegradable.



Surfactants	Bio (Fermentation)	Plant-based	Palm oil-based	Mineral-based
Type	Natural	Synthetic	Synthetic	Synthetic
Origin	Plant-based residues	Regional raw materials	Palms	Petroleum-derived
Production	Fermentation with microorganisms	Extraction from renewable plants	Extraction from palm oil	Conventional chemical processes
Properties & Evaluation	The most modern and sustainable option: made from waste materials, highly biodegradable, with up to 50% lower CO ₂ footprint while maintaining the same cleaning performance. Currently limited in availability.	More sustainable than fossil alternatives, readily biodegradable and derived from renewable sources. Moderate CO ₂ footprint.	Cost-effective and proven in use, but problematic due to rainforest deforestation, monocultures and a higher CO ₂ footprint.	Low-cost and widely used, but fossil-based with a high CO ₂ footprint and poor biodegradability.

Novaline

The revolutionary cleaning line



The awarding of the EU Ecolabel and the Austrian Ecolabel certifications confirms the sustainability of the Ecoline.



Novafloor

Floor Maintenance Cleaner

The floor maintenance cleaner delivers streak-free, fast-drying results thanks to its quick-wetting, solvent-free formula – suitable for both manual and machine application. Can be used on all washable and water-resistant floor coverings.

Properties:

- Bio-surfactants
- Quick-wetting
- pH-neutral
- Lightly fragranced
- Greenish in colour
- Solvent-free

Completely biodegradability according to OECD 302b and complies with DIN 18032



Accessories: Dispenser 0.5 L

Novasurf

All-purpose cleaner

The pH-neutral all-purpose cleaner reliably removes grease and oily residues from surfaces and various plastic materials. Its bio-based solvents ensure maximum material protection while delivering excellent cleaning performance.

Properties:

- Bio-surfactants
- Streak-free and fast-drying
- pH-neutral
- Lightly fragranced
- Colourless
- Bio-based solvents

Completely biodegradability according to OECD 302b



Accessories: Dispenser 0.5 L, foaming bottle, spray bottle (without nozzle)

Novacristal (RTU)

Glass & Surface Cleaner

This ready-to-use maintenance cleaner is ideal for glass and mirror surfaces. It reliably removes greasy residues, fingerprints and dust. Dosing errors are eliminated, saving time and ensuring consistent cleaning results.

Properties:

- Bio-surfactants
- Streak-free finish
- Gentle on materials
- Lightly fragranced
- Non-foaming

Completely biodegradability according to OECD 302b



Accessories: Spray bottle (without nozzle)

Novasan

Sanitary Maintenance Cleaner

The sanitary maintenance cleaner is ideal for daily limescale removal. With its strongly acidic pH, it efficiently removes limescale deposits and ensures brilliant cleanliness.

Properties:

- Fruit acid-based
- For daily limescale removal
- Strongly acidic
- Lightly fragranced
- Reddish in colour
- Suitable for low to medium water hardness

Completely biodegradability according to OECD 302b



Accessories: Dispenser 0.5 L, foaming bottle, spray bottle (without nozzle)

Novasan forte

Sanitary Deep Cleaner

The sanitary deep cleaner is suitable for descaling washable and acid-resistant surfaces and fixtures in sanitary areas. It efficiently removes limescale deposits and urine scale and can be used with all water hardness levels.

Properties:

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

Completely biodegradability according to OECD 302b



Accessories: Dispenser 0.5 L, foaming bottle, spray bottle (without nozzle)

Novabowl (RTU)

Toilet Cleaner

This ready-to-use cleaner is designed for cleaning toilet bowls and urinals. It ensures the efficient removal of deposits such as limescale and urine scale.

Properties:

- Strongly acidic pH value
- Based on methanesulphonic acid
- Thick consistency – adheres well to vertical surfaces
- Red in colour


Completely biodegradability according to OECD 302b



Accessories: Dispenser 0.5 L, angled nozzle

Sustainability goes beyond our products

We are an all-in-one provider setting new standards

A close-up photograph of a green leaf with a magnifying glass focusing on a small insect on its surface. The magnifying glass is positioned over a small, dark, oval-shaped insect, likely a mite or a small beetle, which is resting on the leaf's surface. The leaf's veins are clearly visible, and the background is a soft, out-of-focus green, suggesting a natural, outdoor setting. The lighting is bright, highlighting the textures of the leaf and the insect.

As an all-in-one provider, we take a holistic approach to sustainability – from formulation and packaging to logistics. We focus on innovative solutions with measurable impact and assume responsibility along the entire value chain. This is how we set new standards for environmentally responsible and future-proof cleaning.

Wetrok methods & concepts

Cleanliness and sustainability made simple



Simply precise

Dosing Station

With the Wetrok Dosing Centres, cleaning agents are dosed precisely, safely and efficiently – not a single drop is wasted. This ensures optimal cleaning results while protecting the environment.

Safe: Complies with all drinking water protection standards; the backflow prevention valve safeguards against contamination.

Simple: Intuitive operation and easy installation.

Environmentally friendly: Accurate dosing prevents both over- and under-dosing.

Flexible: Various models available to suit individual requirements..

Water-saving

The foam cleaning method

In this sustainable method, water and cleaning agent are mixed in a foam bottle. By pressing the bottle, foam is created and applied to a microfibre cloth. The consistent foam spreads evenly across the surface.

Ecological advantage: Saves resources

Compared with the bucket method, this technique saves about 90 % water and 30 % chemicals.

Economic advantage: Reduces costs and time

Lower consumption means direct cost savings.

Social advantage: Protects employees

No harmful aerosols, less strain on joints and back, no heavy buckets or slipping hazards.

Visible quality

Our labelling concept

Wetrok's labelling concept shows at a glance where each cleaning product sits in terms of performance and price. We provide a suitable solution for every budget and requirement, clearly distinguished by thoughtful label design. .

Novaline: Premium cleaners, recognised by their high-end labels.

Ecoline: Balanced mid-range, marked by modern design.

wetco Line: Cost-efficient entry-level sustainability range with a functional, focused label layout.

Screen printing

To avoid label wear, we print all product information, hazard designations and symbols directly onto small dispensers, foam and spray bottles. They are reusable and identified with a refill pictogram.

Less waste

Recycling concept

We follow a well-designed recycling approach to reduce environmental impact and keep raw materials in the loop. Empty containers are returned and reprocessed by a partner company; the recycled plastic is then reused across various industries.

All canisters are designed in line with EU Flower guidelines for recycling. Lids, labels and materials are recoverable. Because our products are highly concentrated, one canister produces a large quantity of ready-to-use solution.

The canisters are produced in Germany under the strict climate targets of the Science Based Targets initiative (SBTi). Due to legal requirements for hazardous goods, recycled material cannot always be used – therefore we focus on optimised recyclability.

Recycling at Wetrok

Sustainability is more than an ingredient

At Wetrok, sustainability is not a single step but a continuous concept. Each of our four sustainable cleaning lines contributes to a different stage in the ecological cycle, creating a holistic approach that goes far beyond formulation.

Whether packaging, application, transport or disposal – our sustainable lines prove that every step counts. Together, they form a cleaning philosophy that consistently protects the environment and conserves resources.



01 Packaging

Wetrok chooses packaging with purpose. Many canisters already contain 50 % recycled plastic. Where possible, refillable screen-printed bottles extend lifespan and reduce waste – sustainability starts with the container.

02 Transport

Less volume, less weight, less CO₂. Granuline in particular drastically cuts the ecological footprint: one truckload of granules replaces up to six truckloads of conventional liquid cleaners. Efficiency starts on the road.

03 Application

Whether granulate, foam cleaning or dosing systems – Wetrok makes sustainable use easy. Our systems help prevent overdosing, reduce chemical consumption and improve workplace safety. Less really is more – for people and the planet.

04 Disposal

Closing the loop: Wetrok takes back empty canisters and ensures proper recycling. This keeps valuable resources in circulation and completes the idea of sustainability.

International certification

Sustainability at Wetrok is not just a promise – it is proven quality. Our products bear recognised environmental labels such as the EU Ecolabel, the Austrian Ecolabel and the Nordic Swan.

These labels stand for strict criteria in biodegradability, reduced environmental impact during production and use, and responsible handling of raw materials and packaging. For our customers this means verifiable sustainability – visible on the label, tangible in practice.

We are Wetrok

Rooted in Switzerland.
Present worldwide.



Measurable sustainability with outstanding cleaning results

ecovadis is an internationally recognised platform for assessing corporate sustainability performance.



Sustainability for us is not an add-on but the foundation of responsible action. The ecovadis rating makes our progress transparent and gives you the assurance of working with a partner who thinks ahead and takes responsibility.



The ecovadis scorecard focuses on four topics



Objective

The goal of ecovadis is to deliver reliable, globally recognised sustainability ratings and insights that help companies reduce risk, drive improvement and create positive impact for our planet and society..

Assessment

The methodology is based on international sustainability standards such as the Global Reporting Initiative, the United Nations Global Compact and ISO 26000. It covers more than 250 categories and 185 countries. The sustainability scorecard reflects performance across 21 indicators in four categories.



” This certification shows that sustainability is an integral part of our corporate strategy – from internal processes to the supply chain.

Benjamin Merz
CEO Wetrok AG



Swissness

Research, development
and regionality



Local Sourcing

Regionally anchored

For us, sustainability goes far beyond biodegradable products and certifications. We do not just adjust one component of cleaning – we harmonise all elements for optimal performance.

Only the combination of eco-friendly products, resource-saving technologies and efficient processes results in truly sustainable cleaning.

Wetrok supports you in achieving a new standard of professional hygiene.

Expertise

360° solutions for cleaning and hygiene

As a competence centre for professional cleaning and hygiene, we offer more than just products: We deliver 360° solutions – from consultancy and training to successful implementation. Our Academy provides practical courses, while standardised cleaning and hygiene concepts ensure efficiency, safety and sustainability.

With our interdisciplinary expertise and many years of experience, we support customers from analysis to optimisation of their cleaning processes. This makes Wetrok a reliable partner for holistic cleaning solutions at the highest level.

Innovation

R&D with in-house laboratory

Innovation is the result of targeted research and development. With our own R&D department and laboratory, we remain at the forefront of cleaning technology.

Our internal experts continuously develop new products, technologies and processes that make cleaning both more efficient and more sustainable. This enables us to respond proactively to market developments and offer customers state-of-the-art solutions. From unique cleaning agents to ergonomic machines and sustainable consumables – our innovative strength never stands still.

Quality

Our commitment

Quality at Wetrok is no coincidence but the result of structured processes, modern technology and uncompromising standards of perfection.

Every stage of production is subject to strict quality control to meet high Swiss standards. This commitment is reflected in the durability, reliability and user-friendliness of our products.

Our customers can rely on Wetrok products that not only meet the highest professional demands but are also economical and sustainable. At Wetrok, quality always comes first.

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. For any questions about our sustainability range, your Wetrok contact will be happy to assist.

Sustainable thanks to maximum
resource savings

		Novaline The perfect combination of innovation and sustainability	Granuline Sustainable thanks to maximum resource savings	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	● ● ● ●	● ● ●	● ● ● ●	● ● ●

