

DISCOVER  
DEEPEST CLEANING  
WITHOUT HARSH  
CHEMICALS

**fresher**®

really clean, truly green



# Discover the Magic of Biological Technology for Never Before Cleaning

## How does it work?

Biological additives instead of chemicals, are used to break down organic soils into smaller particles so that they can be readily separated and emulsified by surfactants for subsequent removal. Low levels of residual organic soils may often remain on surfaces due to incomplete solubilization or suspension of embedded soils or incomplete rinsing of the surface. Biological additives impart a residual activity to the cleaned surface allowing for a slow removal of deeply embedded soils.

These Biological additives function through the action of enzymes, the are organic catalysts found in nature. These catalysts hasten specific chemical reactions.

Each enzyme selectively speeds the breakdown

of a single type of chemical bond. Four classes of enzymes are commonly used in cleaning:

- protease which breaks down protein
- amylase which breaks down starch
- lipase which degrades fats and oils
- cellulase which breaks down cellulose

Enzymes are added to cleaning product formulations in the form of a stabilized extracellular enzyme concentrate or a wild type beneficial micro organism that can produce the needed enzyme as required at the site of use. These micro organisms detect the organic soils present, (and provided they have the genetic capability) produce the specific enzymes needed to degrade those organics.

## What are bacterial, probiotic, microbial and enzyme products?

Nature's biological workers are the multitudes of natural microbes; both bacteria and fungi that have the capacity to biologically degrade waste and render it harmless. Over time, man has learned to harness the power of micro organisms, making them a fundamental component of biological cleaning products and most wastewater and solid waste treatment.

A bio-enzyme products perform better and hase no negative effect on environmental and human health when compared with competing harsh chemicals serving the same purpose.

## What are the types of Cleaning products available?

### Biological Cleaning Products

These products and solutions uses biological decomposition to clean and deodorize, harness nature's own processes to recycle waste into simple and essential substances. When a biological



cleaning product is applied to a surface, the microbials eat at the organic waste turning it into water and carbon dioxide. In comparison, the chemical based products, which may address the problem locally, yet leave a residual toxic cocktail in their wake.

### **Enzymatic Products**

These are used when an instant effect is required, such as in general surface cleaning, odour eradication, and disinfection. Bacteria, which produce enzymes in a slower but continuous way, are used where longer-term biological cleaning treatments are needed, such as cleaning and odour control in drains, urinals, sewer plants, septic systems and oil spill degradation. Both of these types of products offer a variety of distinct advantages over many traditional chemical methods; including user safety, potential cost and time savings and reduced environmental impact.

### **Biological Laundry Detergents**

Biological laundry detergents and cleaning products contain natural enzymes, which are biological catalysts that work to 'boost' the effectiveness of the product by breaking down proteins, fats, oils and starches in dirt and stains. These enzymes are at their most effective at low temperatures, between 30-50 degrees Celcius. That is why biological washing powders and liquids are gaining popularity, as they enable even heavily soiled clothes to be washed at lower temperatures which is more efficient in terms of both cost and energy. True biological cleaning products use microbes, which produce enzymes.

## **What are the key benefits of these products?**

### **User Benefits**

Biological and bio-enzyme cleaning solutions, being natural and generally harmless, are safe to use. Easy compliance with health and safety and less complex guidelines help to simplify storage, transport, and staff training for these green, environmentally friendly and natural solutions.

As biotechnology type products and solutions are very specific, the effluent cleaning processes can often be carried out more effectively and quickly.

As enzyme action is continuous, biological cleaning products also have a high re-use capacity. This is particularly relevant in applications with recycling capacity and where there is no ready supply of water.

### **Environmental Benefits**

With biological and biodegradable products, the adverse environmental impact of many chemicals and operations can be reduced or eliminated. Biological

products work by actually degrading soiling from the simplest residual food soiling to heavy industrial oils and effluents. As a result, the by-products of the green process are less damaging to effluent treatment plant and the rest of the downstream environment. In fact the use of bio-enzymes actually helps sewer and wastewater plants to function more optimally! These benefits also translate into direct cost savings, with effluent treatment costs, regularly being cut in excess of 10% to 50% after the introduction of enzyme producing bacterial products and systems.

## **Who Uses Biological, Bacterial and Enzyme Products and Solutions?**

Biotechnology is already being widely used in North America, Europe and Australia for both practical and commercial reasons. Food processing, manufacturing and transport industries are using biological products to clean floors, walls, ducting and machinery, to remove fats, grease starch proteins lubricating and fuel oils, paints and tyre marks etc.

In the holiday, leisure, and healthcare markets, enzymes and biological cleaning products are rapidly gaining ground for general and problem cleaning, sanitising, and even viral control.

Microbes can be added daily, weekly, or monthly to drainage systems to degrade the organic matter that causes pipe blockages and odours. This simplifies drain, grease trap, sewer and pumping station maintenance, makes it more economical and pleasant for operators.

Oil spills can be quickly and easily remediated onsite with enzymes and bacteria, turning the oil into carbon dioxide and water.

Sewer plants can get rid of sludge handling and greatly reduce odours. Sewage and human waste can simply be degraded to drastically improve the quality of life of users and get rid of diseases.

Dams, ponds and rivers can be quickly treated and safely remediated.

## **The Future**

Biotechnical products and biological products for most solutions are now available for nearly all applications. In addition, products can easily be designed to meet the specific needs of industry by combining traditional chemistry with biotechnology. Governments and industry globally are embracing this biotechnology for its numerous and measurable benefits.

**Discover the environment friendly products suited for your application from the Fresher range today.**

# BATHROOM



## FRESHER BATHROOM CLEANER SPRAY

Remove germs and get unmatched bathroom cleanliness with Our Fresher Bathroom Cleaner Spray. It's better cleaning and germ protection power tackles some of the toughest cleaning challenges, leaving your bathroom smelling as fresh as Lavender.

Easily removes lime scale, soap scum, hard water scale, dirt and grime without much hassle.

Also sanitize the surfaces for healthy living!

### Applications:

- Sinks
- Toilets
- Urinals
- Bathtubs
- Vanity tops
- Ceramic surfaces
- Glass surfaces
- Chrome surfaces



## FRESHER BATHROOM CLEANER

Ideal for use in bio-toilets, as it does not disrupt bacterial growth or established biofilm.

Eats away soap scum, hard water scales, mold, and mildew with no scrubbing required.

Leaves all surfaces spotless and shining.

Our super-safe formula contains plant-based and biodegradable surfactants and carefully selected, safe and biodegradable ingredients. Free of harmful phosphates, to help protect our waterways from toxic algal blooms.

### Applications:

- Bio-toilets
- Conventional toilets
- Urinals
- Sinks
- Tubs
- Showers
- Glass surfaces
- Porcelain surfaces
- Chrome surfaces





## FRESHER BATHROOM CLEANER WITH SANITIZER

A cleaner that eats away soap scum, hard water scales, mold, and mildew, and for the really nasty stuff. It also sanitizes by killing harmful germs to make the surfaces actually clean. All this, with no scrubbing required!

The fast acting Bathroom Cleaner contains no ammonia, or bleach but delivers a streak free, sanitized clean finish every time.

Our super-safe formula contains plant-based and biodegradable surfactants.

### Applications:

- Bio-toilets
- Conventional toilets
- Urinals
- Sinks
- Tubs
- Showers
- Glass surfaces
- Porcelain surfaces
- Chrome surfaces



## FRESHER BIO-URINAL BLOCK



This environmentally safe urinal screen and deodorizer reduces splash back, prevents unwanted materials from entering drains and eliminates odours. The microbial strains in this unique formula work at degrading uric acid and organic matter build-up in the lines, leaving you with fresh and clean smelling washrooms.

Microbes metabolize blockages in the pipes and multiply to create a protective layer over pipes.

Fresher Bio-urinal block tablet contains one billion facultative & non-pathogenic bacteria per ml.

### Applications:

- Suitable for use in all types of urinals
- Safe for all drain lines and septic systems



# BATHROOM



## FRESHER BIOKLEEN

Specifically designed for use in Bio-toilets to enhance bacterial growth and bio-film. Eats away soap scum, hard water scales, mold, and mildew etc. without acids, harsh abrasives or caustics. This non-toxic, chemical free product with bio-active force delivers streak free cleaning and leaves pleasant scent behind.

An eco-friendly formulation of Bio-enzymes like Protease, Lipase, Amylase, Uricase, Beta-glucanase and Cellulase for enhanced performance. Contains natural & non-pathogenic bacterial cultures to break down odours at their source.

### Applications:

- Bio-toilets
- Toilet bowls
- Urinals
- Sinks
- Bathtubs
- Showers
- Ceramic tiles
- Ceramic floors
- Glass
- Porcelain
- Chrome



## FRESHER SPRAY & WIPE WITH SANITIZER

A versatile multi-surface sprayer & cleaner with deep sanitising power. Removes and prevents redeposition of fingerprints, dust, and dirt and leaves a streak-free shine in their place!

Our super safe formula contains plant based and biodegradable surfactants, and a plant-based solvent. It poses no risks whatsoever!

This specially formulated cleaner and sanitiser is free of harmful phosphates, to help protect our waterways from toxic algal blooms.

### Applications:

- Windows
- Mirrors
- Counters
- Appliances
- Stainless Steel
- Chrome
- Anything Glass





## FRESHER RUST CLEANER

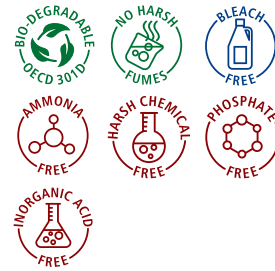
An eco-friendly, non-toxic product with non-corrosive action.

Works quickly and effectively to remove most rust spots and stains from surfaces without sanding scraping or wire brushing.

This specially formulated Rust Cleaner contains carefully selected, safe and biodegradable ingredients. It is free of harmful phosphates, to help protect our waterways from toxic algal blooms.

### Applications:

- Concrete
- Toilets
- Sinks
- Bathtubs
- Appliances
- Clothing
- Upholstery
- Metal
- Wrought Iron
- House siding
- Sporting goods
- Fibreglass



## FRESHER ENVIROFRESH

A bio-active mal-odour eliminator with odour encapsulating technology that eliminates unpleasant odours at their source instead of masking them.

Contains fast-acting neutralizers for immediate odour relief, special adapted bacteria for degradation of malodour causing organic compounds & proprietary ingredients for stimulating microbial activity. Contains non-pathogenic & facultative bacteria.

Leaves a lasting fresh fragrance.

### Applications:

- Train coaches
- Buses
- Bio-toilets
- Washrooms
- Kitchens
- Smoke areas
- Pet enclosures
- Garbage bins
- Seepage spots
- Drain lines



# BATHROOM



## FRESHER ODOUR TERMINATOR

Freshens entire with one spray to deliver millions of cleansing microbes to metabolise source of odour to leave air smelling pristine clean!

This concentrated air freshener delivers long lasting odour control. Specially formulated blend of natural microbes & enzymes works to eliminate odours at source.

The product contains microbes that work to destroy odour causing compounds.

### Applications:

- Bio-toilets
- Toilets
- Train cars
- Smoke areas
- Garbage disposal
- Mildew deposits
- Sewage areas
- Washrooms
- Laundry
- Fitness facilities
- Kitchens



## FRESHER SPORTS DEODOURIZER

Smelly gear? No sweat!

This bio-active sports deodorizer is designed to fight organic residues in sweat etc. that cause mal-odours, using microbes that work to destroy odour-causing compounds, thus eliminating the smells at their source instead of masking them.

The formula contains facultative & non-pathogenic bacteria with a variety of bio-based enzymes added for enhanced performance.

### Applications:

- Athletic gear
- Shoes
- Helmets
- Gloves & pads
- Exercise mats
- Gym equipment
- Fitness facilities
- Locker rooms





## FRESHER MAGIC TOUCH HANDWASH PINK



Natural handwash liquid with added moisturizing agents.

This mild cream cleanser soaps up to a luxurious gentle lather and is ideal for both the hands and the body to leave your skin blissfully restored with infused natural oils and emollients.

This biodegradable cleanser is formulated to gently clean without drying skin. This high foaming viscous liquid is perfect for use in public or private washrooms, kitchens and businesses.

### Applications:

- Private washrooms
- Public washrooms
- Kitchens
- Commercial



## FRESHER MAGIC TOUCH HANDWASH



Natural handwash liquid with added moisturizing agents.

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### Applications:

- Private washrooms
- Public washrooms
- Kitchens
- Commercial



# HOUSE KEEPING



## FRESHER LAUNDRY POWDER

A high quality, heavy duty laundry detergent with lemon scent is extremely efficient in removing stubborn dirt and grime without damaging delicate fabrics.

With its super concentrated formula, you get better cleaning with less powder.

With added power of oxygen boosters it is tough on all types of stains, usable in all types of washers. Specially formulated with carefully selected safe and biodegradable ingredients and free of harmful phosphates

### Applications:

- Coloured clothes
- White clothes
- Linens
- Stains



## FRESHER LAUNDRY LIQUID

This high quality, heavy duty laundry liquid is extremely efficient in removing ground in dirt while not harming delicate fabrics. Designed to produce foam as per washing machine type that ensures no clogging and choking of pipes and reduces scaling issues. Tough on all types of stains, usable in all types of washers, and leaves a fresh lemon scent behind.

Specially formulated with carefully selected safe and biodegradable ingredients and free of harmful phosphates.

### Applications:

- Coloured clothes
- White clothes
- Linens
- Stains



## FRESHER LAUNDRY STAIN REMOVER



Blended with bio-based enzymes, our natural formulation quickly penetrates fabrics while dominating stains.

Extremely effective at removing spots and stains from auto grease, fruit juice, wine, sauce, curry, make-up marks, inks, food, blood and coffee. This low foaming Laundry Stain Remover is free rinsing.

Specially formulated with carefully selected safe and biodegradable ingredients blended with bio-based enzymes and free of harmful phosphates.

### Applications:

- Coloured clothes
- White clothes
- Linens
- Stains



## FRESHER KITCHEN DEGREASER



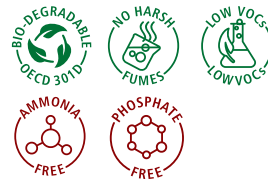
Cuts through grease and food build-up quickly and effectively so you don't have to waste time scrubbing!

Specially formulated to penetrate and breakdown grease and grime without harsh solvents or caustic cleaning agents. Safe to use in food processing areas provided it is not sprayed or spilled directly on food. Contains plant-based and biodegradable surfactants, water softeners, and biodegradable solvents.

It also contains special corrosion inhibitors to help protect metal surfaces.

### Applications:

- Floors & walls
- Stoves
- Ovens & grills
- Filters, hoods & canopies
- Counters
- Deep fryers
- Exhaust ducts
- Fans
- Serving counters
- Table tops
- Meat blocks
- Conveyors
- Baking pans
- Food carts
- Coolers
- Refrigerators



# HOUSE KEEPING



## FRESHER RINSE AID

It's concentrated formula contains technology that prevents formation of spots and streaks, while actively removing water drops and residues.

Fresher Rinse Aid works in the rinse cycle, lowering the surface tension of water and causing it to sheet. It works with your detergent to rinse away stubborn leftover food, spots and film leaving you with sparkling clean dishes.

### Applications:

- Glassware
- Utensils
- Chinaware
- Great for use in restaurants, schools and households
- Flatware
- Pots/pans



## FRESHER DISHWASH POWDER WITH OXYGEN BOOSTER

Dishwashing powder that harnesses the power of oxygen boosters to magically clean your dishes. Formulated to provide maximum stain prevention with it's special blend detergents and sequestering agents.

Contains carefully selected, safe and biodegradable ingredients. It's superior wetting action allows water to drain off freely resulting in brilliantly shining dishes. It is free of harmful phosphates.

### Applications:

- Glassware
- Utensils
- Chinaware
- Great for use in restaurants, schools and households
- Flatware
- Pots/pans



## FRESHER GLASS CLEANER

The powerful cleaner effortlessly removes hard water stains, accumulated tough stains while preventing re-deposition of fingerprints, dust and spots. This ammonia-free product works on most surfaces effectively with no harsh fumes or vapour.

Our super safe formula contains plant based and biodegradable surfactants, plant-based solvent and a biodegradable sanitizer. It is free of harmful phosphates and poses no risks whatsoever!

### Applications:

- Windows
- Chrome
- Mirrors
- Anything Glass
- Counters
- Appliances
- Stainless Steel



## FRESHER MANUAL DISHWASH



This specially formulated grease fighting dish washing liquid with humectant provides more cleaning power per drop, so you get through more dishes with less.

Cuts through greasy, baked-on or hardened foods, leaving nothing but a natural, squeaky clean finish while being gentle on hands.

It's superior wetting action allows water to drain off freely resulting in brilliantly shining dishes. Contains carefully selected, safe and biodegradable ingredients. It is free of harmful phosphates

### Applications:

- Glassware
- Utensils
- Chinaware
- Great for use in restaurants, schools and households
- Flatware
- Pots/pans



## FRESHER INDUSTRIAL DISHWASH



Specially formulated alkaline dishwashing cleaner delivers high performance cleaning on low energy settings. No need to pre-rinse as it is powerful enough to cut through tough grease and stuck-on food. Your dishes will come out sparkling clean and streak-free.

Concentrated formula provides a cost-effective alternative with benefits of carefully selected, safe and biodegradable ingredients.

Free of harmful phosphates, to help protect our waterways from toxic algal blooms.

### Applications:

- Tableware
- Large food containers
- Chinaware
- Meat and poultry processing equipment
- Silverware
- Drums



# FLOOR



## FRESHER CARPET CLEAN

A powerful carpet and upholstery solution formulated to remove everyday dirt and grime while leaving behind a citrus, clean scent. It brings fabric back to life, removing stains and restoring its original fresh and bright appearance.

Specially formulated to enhance your cleaning performance as its fast acting ingredients work to break down tough dirt, oil and grease.

It contains carefully selected, safe and biodegradable ingredients. It is free of harmful phosphates.

### Applications:

- Carpet cleaning
- Stain removal
- Upholstery
- Suited for commercial and residential use
- Works with extraction machines



## FRESHER PRE SPRAY SPOT CLEANER

It penetrates, breaks down and lifts out the toughest of stains from your carpet.

Effective against a variety of stains like dirt, Ketchup, tea, red wine, pet stains, coffee, ink and oil.

Completely biodegradable for reduced environmental impact.

Excellent for use on any color fast carpet or material that can be safely dampened with water. Does not leave a sticky residue, so no rinsing or vacuuming necessary. It is non-toxic and completely non-irritating to normal skin.

### Applications:

- Carpets such as oil, lipstick, coffee, inks, wine etc.
- Upholstery
- Works on most stubborn stains



## FRESHER CARPET CLEAN POWDER



This powdered cleaner attacks and absorbs tough soil, stains, spots, odours, residues from all types of carpet and upholstery fiber, leaving no sticky residue behind to attract soil.

A blend of active agents and oxygen boosters digest organic stains while providing odour control on contact.

Contains carefully selected, safe and biodegradable ingredients. Free of harmful phosphates.

### Applications:

- Carpet cleaning
- Stain removal
- Upholstery
- Suited for commercial and residential use
- Works with extraction machines



## FRESHER NEUTRAL FLOOR CLEANER



Low foaming, free rinsing formulation delivers maximum cleaning power, leaving a streak-free shine every time!

For use in auto-scrubber or for manual mopping. Removes spots, stains, and scuff marks from all types of floors.

100% safe, free from sulfates, phosphates, parabens, acids, or bleach. The pH neutral formula contains biodegradable surfactants, solvents and water softeners.

### Applications:

- Vinyl
- Terrazzo
- Linoleum
- Thermacrylic
- Concrete
- Sealed concrete
- Wooden floor
- Marble
- Vinyl asbestos tile



## FRESHER ALL PURPOSE CLEANER



Fast and effective at cutting through dirt, grease, scuff marks, this water soluble cleaner leaves a streak-free shine every time! Just one convenient and versatile cleaner for most washable surfaces.

Super safe formula with plant-based biodegradable surfactants and solvents, natural pH buffers and water softeners.

Free of harmful phosphates.

### Applications:

- Counter-tops
- Floors
- Painted surfaces
- Textures
- Glass
- Porcelain
- Stainless steel
- Chrome
- Aluminum
- Formica
- Fibreglass
- Plastic & Vinyl
- All tiles
- Marble
- Machine tools
- Non-electrical equipment
- Woodwork



# WASTE WATER



## FRESHER BIOZYME 28G POUCH

Specifically designed to degrade organic waste, reduce odours and enhance healthy biological performance in bio-toilets, drain lines, grease traps, garbage disposals and septic tanks.

This product effectively reduces sludge build-up and odours while controlling grease, foaming and scum formation.

This eco-friendly biological treatment product has 1 billion bacteria per gram. Contains 4 different enzymes specially selected to breakdown different types of organic matter like fats, oils, proteins and starches.

### Applications:

- Toilets
- Bio-toilets
- Sinks
- Showers
- Bathtubs
- Drain lines
- Laundry tubs
- Holding tanks
- Septic Tanks
- Grease traps



## FRESHER BIOZYME LIQUID

A special blend of bacteria, enzymes and nutrients to clean and maintain free flowing drain lines. The unique formulation breaks down food and other organic material to get your clogged or slow moving drains flowing again!

This eco friendly biological treatment product has 30 billion natural and non-pathogenic bacterial cultures per litre, in addition to 4 different enzymes that breakdown different types of organic matter like fats, oils, proteins, starches and eliminate odours at their source.

### Applications:

- Bio-Toilets
- Toilets
- Sinks
- Showers
- Bathtubs
- Laundry tubs
- Drain lines
- Grease traps





## FRESHER ECOTAB



A special blend of bacteria, enzymes and nutrients to clean and maintain Bio-Digesters, Septic systems & Drain lines in Municipal, Industrial & Household use.

The unique formulation breaks down food and other organic material to get your clogged or slow moving drains flowing again!

This environmentally friendly and effective biological treatment product contains 2 billion bacteria per gram! Our formula contains 5 different enzymes specially selected to breakdown different types of organic matter, from fats and oils, to proteins and starches.

### Applications:

- Bio-Toilets
- Toilets
- Sinks
- Bathtubs
- Showers
- Laundry tubs
- Drain lines
- Holding tanks
- Septic tanks
- Grease traps



## FRESHER BIOTAB



A ready to use formulation developed specifically to improve liquefaction and digestion of grease, fats and oils and organic drain line deposits.

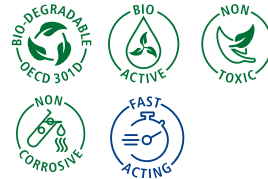
A fast acting blend of micro-organisms, enzymes, and micro nutrients in combination with oxygen boosting agents that clear drain line deposits in toilets and bio-toilets, keeping grease traps and drain lines flowing freely.

This environmentally friendly biological treatment product contains 2 billion bacteria per gram, in addition to 4 different enzymes specially selected to breakdown different types of organic matter, from fats and oils, to proteins and starches.

It is free of harmful phosphates, to protect our waterways from toxic algal blooms.

### Applications:

- Toilets
- Bio-Toilets
- Sinks
- Showers
- Bathtubs
- Drain lines
- Grease traps
- Garbage disposal
- Water cooler lines
- Air conditioner





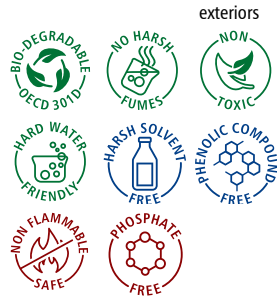
## FRESHER LOCOKLEEN

A highly concentrated degreaser that quickly and effectively cuts grime and dirt. It's foaming water soluble formula allows for increased contact time for more effective grease and grime removal. Excellent for use in pressure washers, foamers, pump up-sprayers, or hand wash applications.

This non-butyl degreaser is non-toxic and non-flammable, thus safer than other alternatives. Contains carefully selected, safe and biodegradable ingredients and free of harmful phosphates.

### Applications:

- Locomotives equipment
- Automotive parts • Heavy machinery
- Farm Equipment • Cars and Trucks
- Boats & marine • Suited for Train exteriors



## FRESHER VEHICLE WASH

This high foaming Vehicle Cleaning Shampoo cleans gently but effectively. Ideal for use in pressure washers, automated drive through tunnels, or hand washing.

It provides superior cleaning, and a pleasant aroma without damaging wax finish of vehicle.

Contains 100% biodegradable surfactants that penetrate and loosen road grime rapidly with minimum agitation. It is safe to use on all acrylic, enamel, base and clear coat finishes.

It also leaves a molecular layer of protection to help preserve the finish of the vehicle between washes and leaves a soft sheen without waxing.

Free of harmful phosphates, to help protect our waterways from toxic algal blooms.

### Applications:

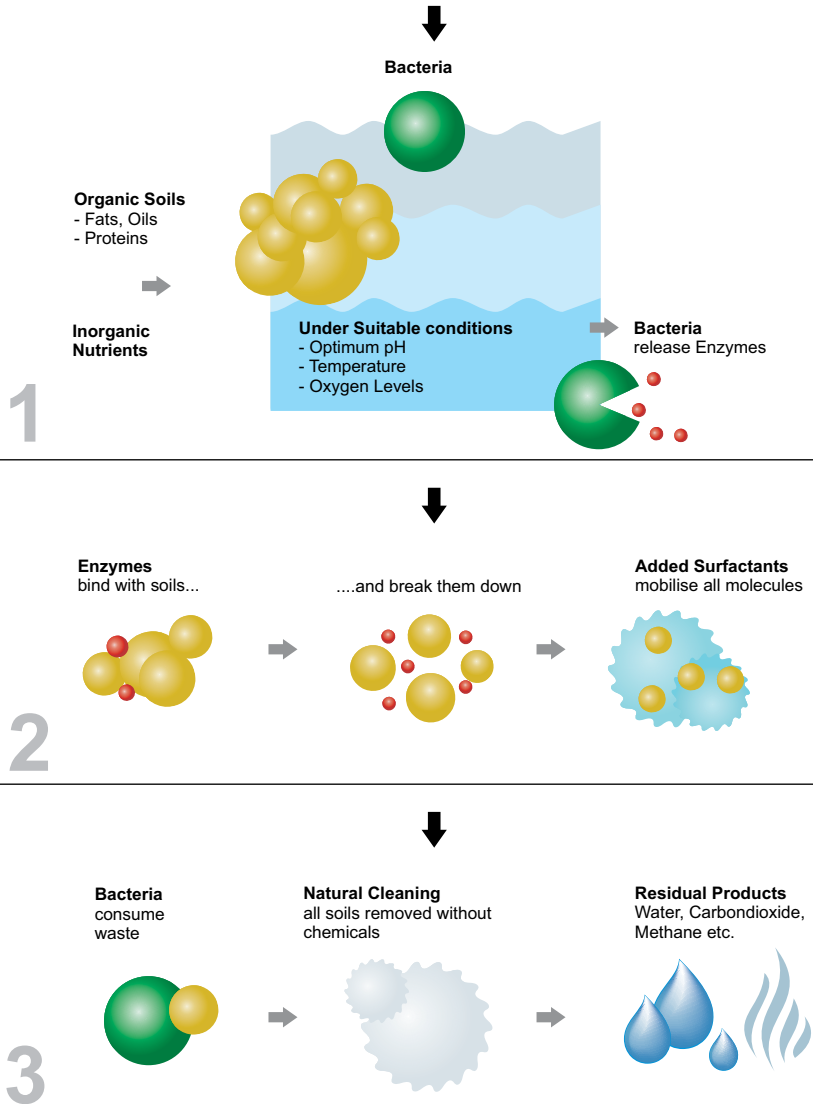
- Cars
- Tempo &





really clean, truly green

## How it works





really **clean**, truly **green**

**For more product information, write to:**

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**For sampling and/or sales queries**

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