

**KLORIMAX™**

# MAKE WAVES

**KLORIMAX™**  
PROFESSIONAL  
CHEMICALS  
LAUNDRY CATALOG

# INNOVATION FOR GREENER LIVING MAKING WAVES



## OVERVIEW

Professional laundry is process engineering. It requires controlled chemistry, reduced complexity, and measurable textile protection. **KLORIMAX™ MAKE WAVES** redefines institutional washing across hospitality, healthcare, commercial, retail, and rental laundries. Inspired by traditional air-dried laundromats – where linens formed strong, natural waves – the concept now represents a technical transition in the sector.

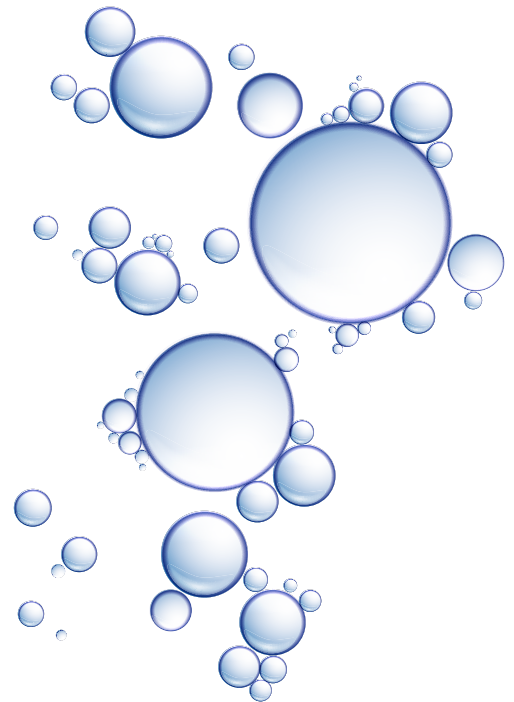
Engineered as a streamlined 5-product biological program, **MAKE WAVES** replaces conventional 7-9 chemical alkali systems with precision-balanced, low-temperature chemistry reducing inventory, minimizing fabric stress, and improving operational control.

Cleaner wash dynamics. Stronger fibers. Linens that hold their wave longer – from bedsheets to high-turnover daily textiles.

**Reliable cleaning.**

**Protected textiles.**

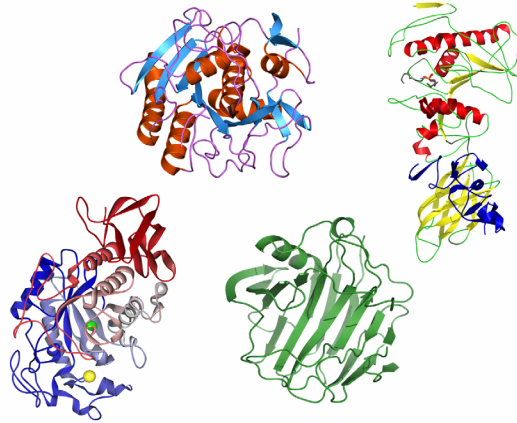
**Smarter, sustainable performance.**



## WHAT IS A BIOLOGICAL DETERGENT?

A biological detergent contains enzymes and biopolymers that break down complex organic stains. These naturally derived bio-catalysts convert proteins, starches, and fats into smaller, water-soluble fragments that rinse away efficiently.

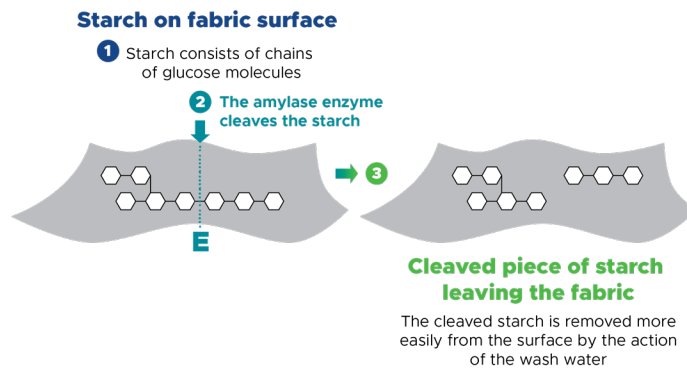
Unlike high-alkaline systems that rely on heat and aggressive chemistry, biological detergents use targeted enzymatic action for controlled, efficient cleaning.



## HOW ENZYMES WORK

Enzymes are highly specific catalysts. Each type targets a particular stain: proteases act on proteins, lipases on fats, and amylases on starches. Through hydrolysis, large stain molecules are broken into smaller fragments, allowing surfactants to remove them effectively

Because enzymes perform efficiently at moderate temperatures (20–40°C), effective cleaning can be achieved with reduced energy input.



## WHAT MAKES OUR SYSTEM DIFFERENT?

Most biological detergents rely on limited enzyme combinations. Our formulation integrates a multi-enzyme engineered blend designed for variable water conditions, mixed fabrics, and low-temperature commercial wash programs. The result is consistent performance with improved textile protection.

## WHY BIOLOGICAL DETERGENTS MATTER

Lower-temperature washing reduces energy demand and associated CO2 emissions while extending textile service life. Efficient enzymatic systems support both operational performance and sustainability.

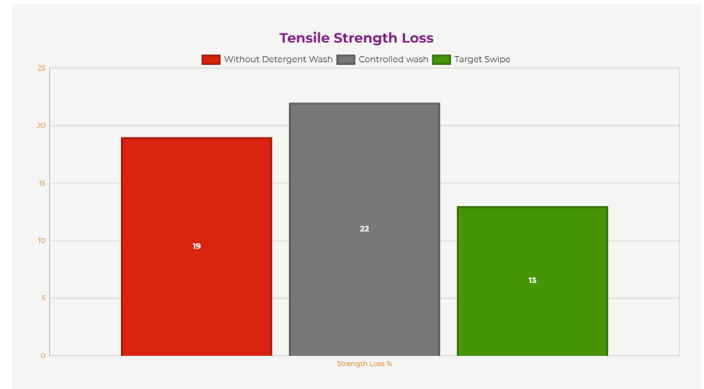
# ADDRESSING LAUNDRY CHALLENGES WITH BIOCHEMICAL SOLUTIONS.

Over 75% of hospitality laundry professionals cite stain removal as their primary operational challenge. A 150-room hospitality property may incur approximately ₹450,000 annually in linen replacement costs, representing nearly 25% of total laundry costs.

KLORIMAX™ Target Swipe and ProSolv form an advanced biological detergent system designed to deliver effective stain removal while protecting fabric integrity. The program helps reduce rewash rates, extend linen service life, and lower energy and water consumption — enabling measurable cost savings without compromising performance.

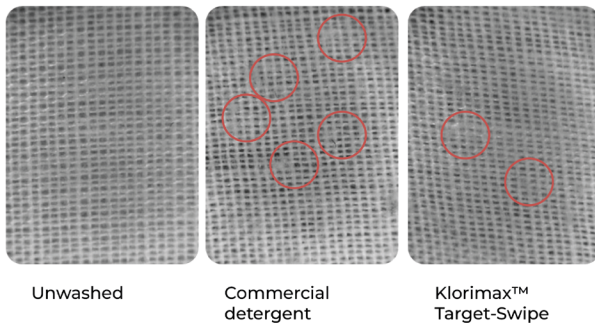


**Whiteness Retention – 30 Washes at 30°C**  
(KLORIMAX™ Target Swipe vs. Alkaline Institutional Detergent vs. Control)

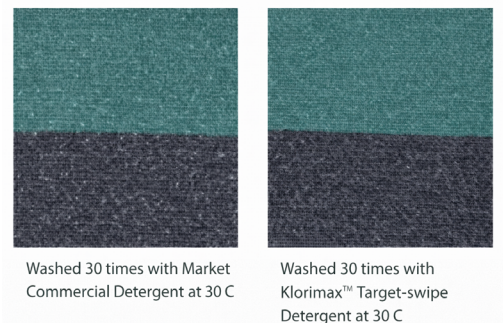


**Tensile Strength Loss – 30 Washes at 30°C**  
(Comparative Fabric Integrity Assessment)\*

## ADVANCED LOW-TEMPERATURE PERFORMANCE SYSTEM CHEMISTRY THAT MAKES A VISIBLE DIFFERENCE



**Fiber Damage After 30 Washes at 30°C**  
Fibre damage has been highlighted and is compared to an unwashed garment\*



**Visible Differences in Fabric After 30 Washes:**  
(Market Detergent vs. Klorimax™ TargetSwipe.)

The KLORIMAX™ Low-Temperature Performance Program delivers controlled stain removal and hygiene at 30–40°C, achieving whiteness performance comparable to higher-temperature washes.

- Supports fiber strength retention
- Maintains color stability and minimizes pilling
- Reduces rewash-driven operational costs
- Enables energy-efficient wash processes

Developed for hospitality, healthcare, and commercial laundries requiring consistent cleanliness standards with measurable cost efficiency.

\*Performance claims based on averaged laboratory and multi-year commercial trial data versus leading biological and institutional alkaline detergents at 40°C and 60°C. Utility calculations based on national average rates. Lab testing conducted in alignment with AISE V.8 methodology. Benchmark: institutional non-biological alkaline detergent.

# KLORIMAX™ INSTITUTIONAL LAUNDRY PROGRAM

The Klorimax™ Laundry Program is a fully integrated fabric care system engineered to deliver superior stain removal, protect textile integrity, and optimize linen lifecycle economics under high-load institutional conditions.

Designed for performance-driven operations, the program ensures consistent wash quality while supporting cost control and operational reliability.

## ADVANCED BIOLOGICAL FORMULATION TECHNOLOGY

At the core of the system are Klorimax biological formulations developed with advanced green surfactant technology, biodegradable polymers, and proprietary enzyme blends.

This product line works synergistically


- Break down complex organic soils efficiently
- Maintain soil suspension and prevent redeposition
- Support consistent performance across varying water qualities
- Deliver effective cleaning with environmentally responsible chemistry

## ADVANCED CHEMISTRY. CONTROLLED PERFORMANCE.

Guests and patients expect linens that are clean, bright, soft, and fresh the first time, every time.

## UNDERSTANDING YOUR LAUNDRY CHALLENGES

Experience Best-in-Class Results with Every Load

 <b>Reliable Clean</b> Consistent cleaning performance every cycle.	 <b>Brighter Whites</b> Controls graying and maintains brightness.	 <b>Extended Linen Life</b> Preserves fabric strength and longevity by reducing rewash rates.	 <b>Lasting Softness</b> Protects fibers while enhancing softness.
--	---	---	---

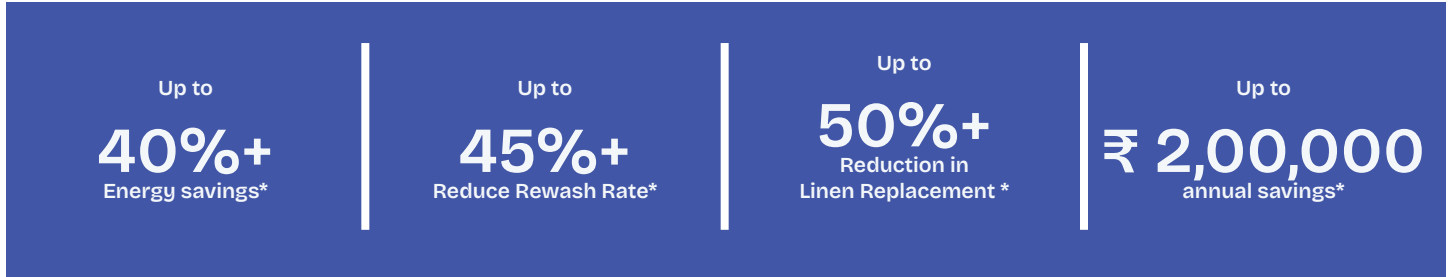
•HEALTHCARE •HOSPITALITY •COMMERCIAL •RENTAL

Formulations are designed for smooth pumping, consistent viscosity, and reliable automated dispensing performance across high-volume operations.

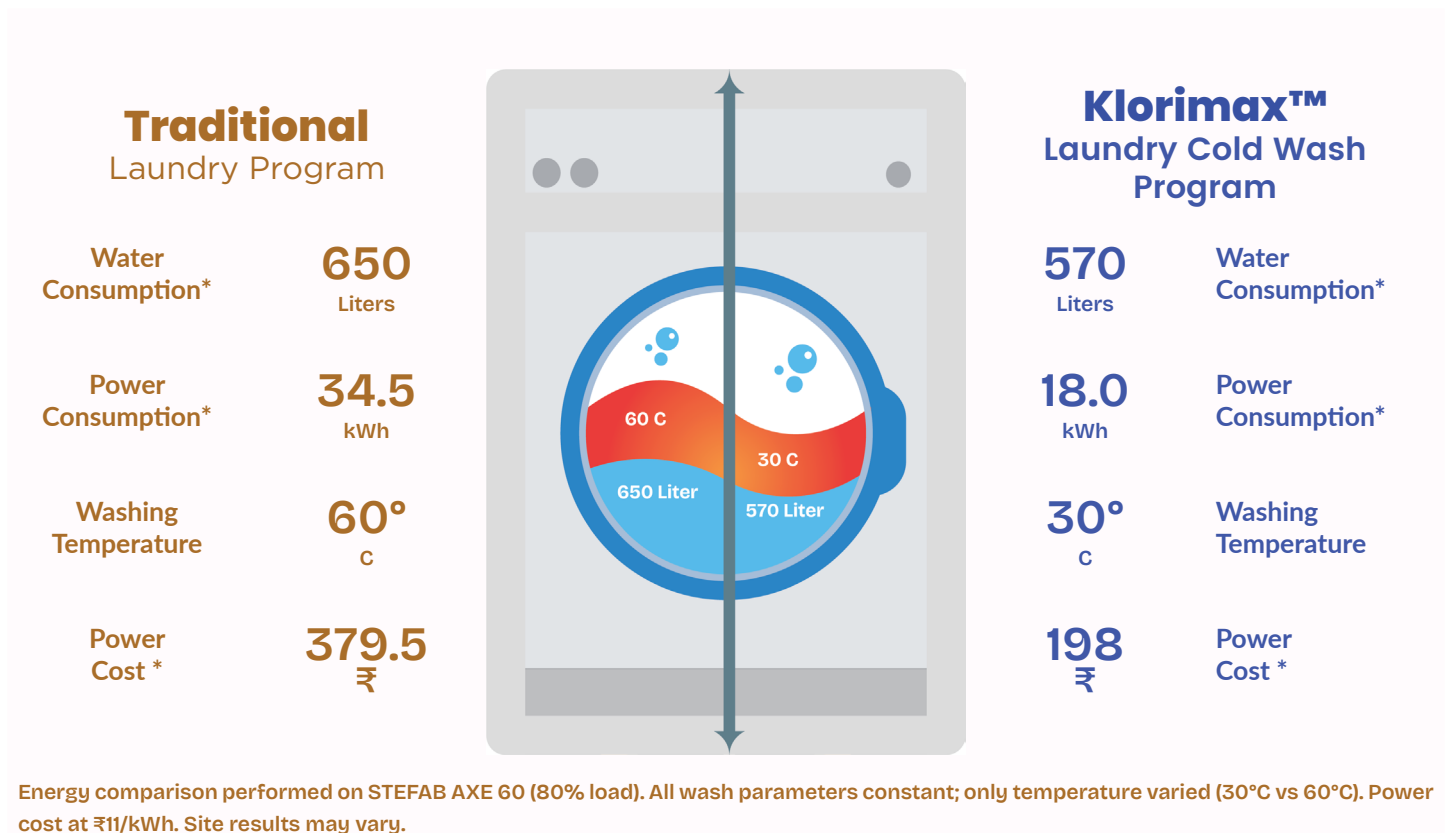
# MAXIMIZE EFFICIENCY WITH KLORIMAX™ PROFESSIONAL CARE

The Klorimax™ Professional Care Low-Temperature Laundry Program enhances fabric care while significantly reducing energy and water consumption compared to conventional laundry systems. Designed for performance-driven operations, it helps optimize productivity and improve bottom-line results through consistent, high-quality cleaning.

## EXPERIENCE SUPERIOR PERFORMANCE. DRIVE HIGHER RETURNS.



Our Low-Temperature Liquid Laundry Program reduces energy and water consumption compared to traditional laundry systems driving greater efficiency and stronger bottom-line performance.

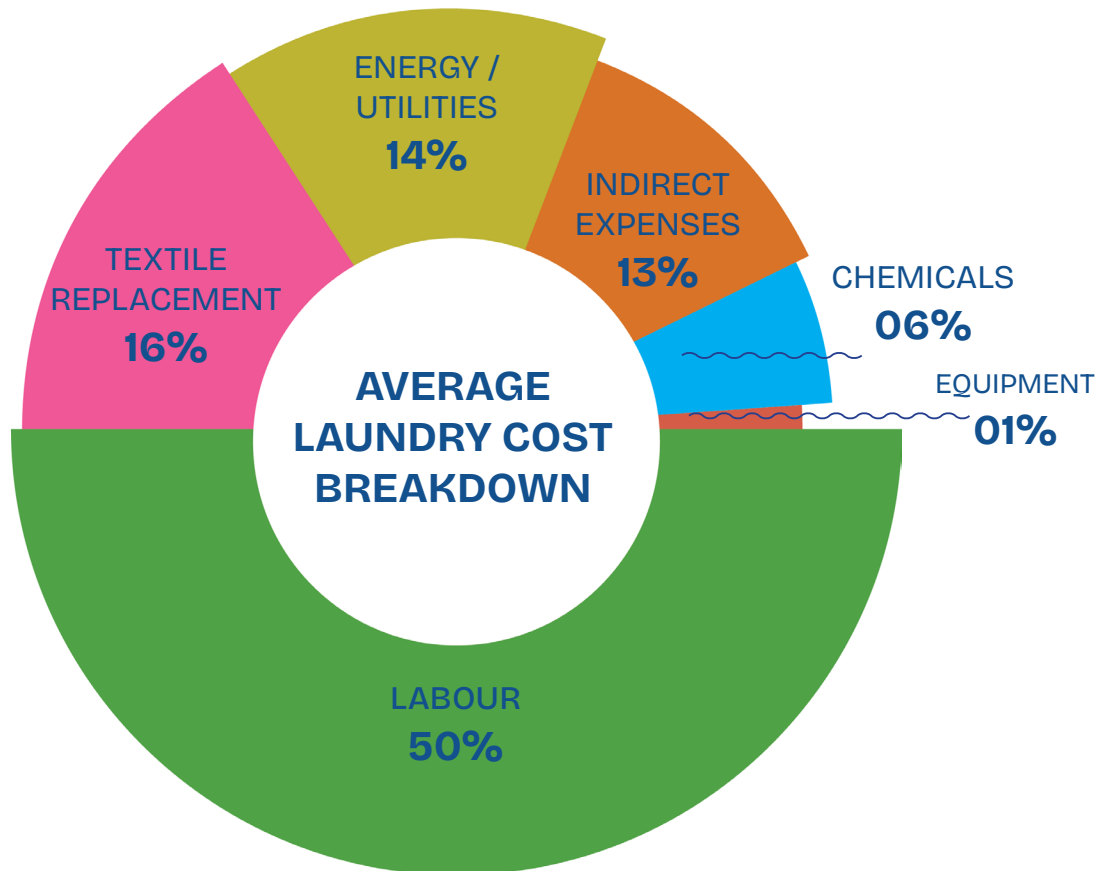


\*based on trial data from several properties, average 70% occupancy rate, 7 kg of linen per room, 30°C versus typical laundry temperature of 60°C and national-average utility rates. Customer linen savings based on market linen research studies and data collected from conducted trial between April 2022 – December 2024, annual linen replacement data from over 150 hotels and 35 superspeciality hospitals from 2022-2024. Results under optimised condition.

## AVERAGE COST ALLOCATION OF A LAUNDRY PROCESS

In a typical professional or institutional laundry operation, total operating cost is distributed across multiple categories. While percentages may vary depending on scale and automation level, the average allocation generally follows this structure:

### KEY INSIGHT



Chemicals account for approximately **6%** of total operating cost — yet they directly influence energy usage, fabric lifespan, and rewash frequency.

### KLORIMAX™ Biological System supports cost optimization by:

- Enabling effective low-temperature washing
- Reducing fiber stress and tensile strength loss
- Preserving linen brightness and integrity
- Lowering replacement and rewash rates\*

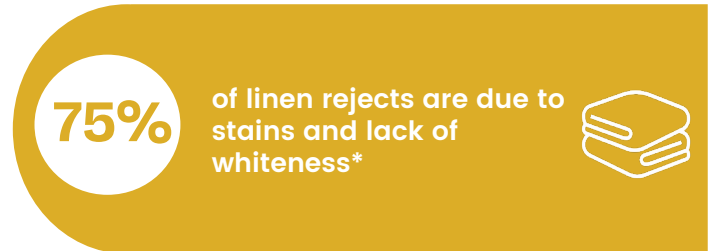
By addressing the operational cost drivers — energy, textiles, and process efficiency — KLORIMAX contributes to measurable, long-term performance improvement.

\*Results based on averaged 2022–2024 commercial trials. Actual outcomes vary by linen type and operating conditions.

## CLEAN LINENS ARE A CRITICAL BUSINESS PRIORITY

In professional laundry operations, linen quality is not just a housekeeping metric – it directly impacts guest perception, brand reputation, and operational profitability. Clean, bright, and hygienic textiles are among the most visible indicators of service excellence.

### INDUSTRY DATA SHOWS:



**We recognize that cleanliness is fundamental to safeguarding your brand reputation. Cleanliness...**

- Defines the guest experience from the very first impression
- Drives loyalty and repeat business
- Shapes word-of-mouth and online reviews

Consistently delivering fresh, spotless linens strengthens guest confidence, elevates satisfaction, and directly supports long-term revenue growth.

\*Based on survey data collected between 2022–2024 from over 150 properties and online responses across multiple regions.

\*\*Source references include published articles and online surveys highlighting guest concerns regarding hotel cleanliness and linen standards: Independent.co.uk and TheSun.co.uk travel reports on hotel cleanliness and guest perception trends.

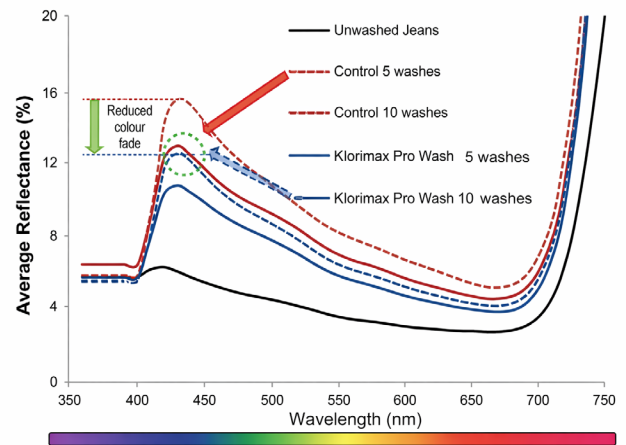
## CONSISTENT BRIGHTNESS. PROVEN PERFORMANCE.

The KLORIMAX™ Laundry Wash Program was evaluated under controlled commercial wash conditions to reflect real operational use. Testing included denim fabrics prone to fading and white textiles susceptible to graying, with mixed-load cycles simulating routine laundry processes.

Results demonstrated reduced color fading in dyed fabrics and lower graying in white textiles compared to conventional detergents. Over repeated wash cycles, KLORIMAX™ maintained improved whiteness levels and enhanced fabric protection, supporting long-term color stability and textile integrity.



Visual Comparison - Denim After 10 Wash Cycles



Reflectance Analysis - Denim Samples

## WHITENESS RETENTION

The advanced KLORIMAX formulation addresses the primary causes of fabric graying and yellowing, supporting consistent brightness and a professional linen appearance.

- Improved color retention
- Enhanced whiteness stability



(KLORIMAX™ Cold Wash Program vs. Leading Institutional Detergent | Compared to New Fabric Baseline | Commercial Laundry Conditions)

## Real Shirt Collar - Single Wash Test

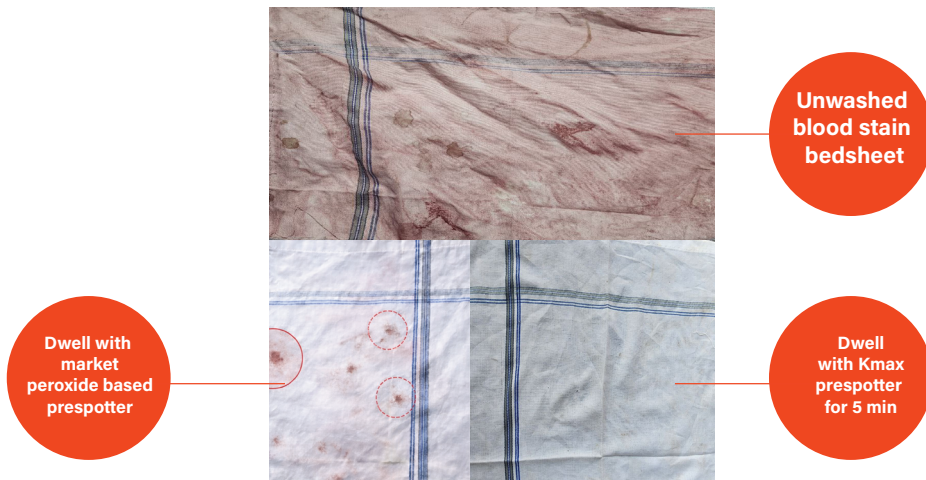


In a sensory evaluation conducted with 20 participants, 88% were able to identify that the detergent containing Klorimax™ formulated detergent delivered better washing performance.

**KLORIMAX™**

After one wash, Klorimax™ cold wash program delivered visibly better collar whiteness than a non-biological market leading detergent.

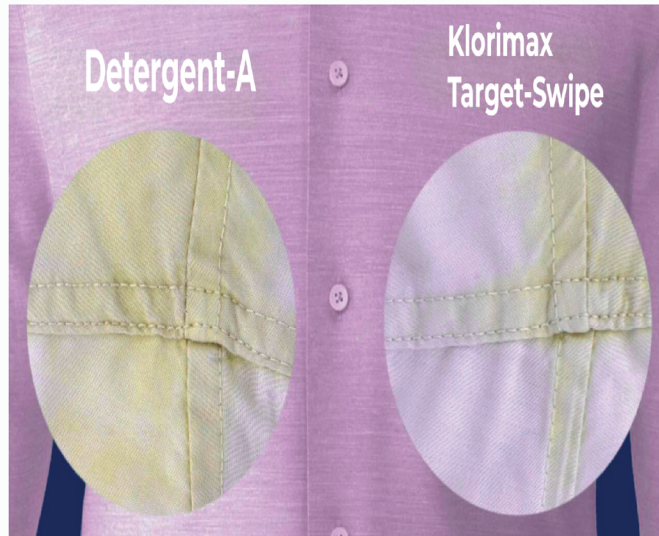
## Bedsheet Blood Stain Test Using Prespotter - One Wash Cycle



Visible blood marks were seen in peroxide based prespotter

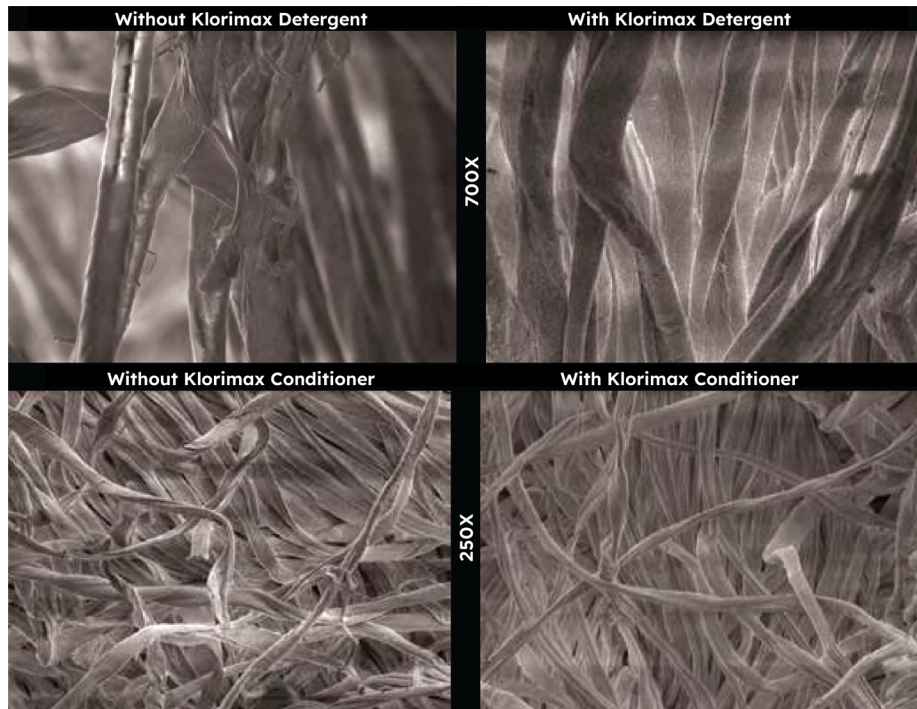
Under identical 5-minute dwell conditions, the peroxide-based prespotter left visible blood residue, while klorimax KMAX-Prespotter removed the stain completely with no visible marks remaining.

## Underarm Stain Performance Test - One Wash Cycle



Noticeable Yellow Stain Marks After Washing with Leading Brand

Klorimax Target Swipe Detergent effectively reduces yellow stains on cuffs and underarm areas in just one wash. Compared to leading market detergents, Target Swipe delivers visibly better stain removal while preventing soil redeposition, helping garments stay cleaner, brighter, and fresher for longer.



## SEM Comparison - After 30 Washes

Fabric washed with KMAX shows smoother fibers and less surface damage, while the market-leading detergent displays increased roughness and fiber wear.

Scientifically Proven for Hygienic, Pristine Laundry

Streamlined 4-Step Program with Expert Support

Simplified Training with Easy Color-Code System with ASCII Pictogram

Formulated for Smooth, Reliable Dispensing

## Klorimax TargetSwipe - Main Wash, Pre Wash



pH

7.6–8.9

Application area

Main wash detergent  
Suitable for all fabric types (30°C–60°C).  
Compatible with washer extractors & tunnel washers.

Available Packing

5/50/200 liters

Color Code



## Laundry Detergent

### FEATURES

- Enzymatic stain removal (protein, starch, grease)
- Anti-redeposition technology
- Optical brighteners for whiteness
- Anti-graying protection
- Fabric-safe formulation

## Klorimax ProSolv - Main Wash, Booster



pH

8.0-9.2

Application area

Main wash detergent booster  
Suitable for all fabric types (30°C–60°C).  
Compatible with washer extractors & tunnel washers.

Available Packing

5/50/200 liters

Color Code



## Laundry Detergent

### FEATURES

- Concentrated Laundry Booster
- Boosts Performance on Stubborn & Complex Stains
- Deep Soil & Grease Penetration
- Effective in all water conditions

## Klorimax Fabric Conditioner - Final Rinse



pH

3.5-4.7

Application area

Fabric Conditioner for all fabrics (30°C–60°C).  
Except Microfiber

Compatible with washer extractors & tunnel washers.

Available Packing

5/50/200 liters

Color Code



## Laundry Detergent

### FEATURES

- Maintains color vibrancy and controls graying
- Fabric damage & pilling control
- Effective at low temperatures (15°C–40°C)
- Low-dose, concentrate-compatible performance
- Controlled softening and antistatic performance; reduces ironing time

## Klorimax KMAX-Hypo - Main Wash



pH

11.0-12.0

Application area

Designed for use on white or colorfast fabrics  
Can be used in all commercial stainless steel washing machines  
Not suitable for home-type washer and on microfiber

Available Packing

5/50/200 liters

Color Code



## Laundry DeStainer

### FEATURES

- For all types of white fabrics
- Easy to dose
- Results in minimal fabric damage when used according to user instructions
- Provides good hygiene

## Klorimax KMAX Oxy - Main Wash



pH

<4.5

Application area

Color Safe Bleach  
Can be used in all commercial stainless steel washing machines  
Not suitable for blood stain removal

Available Packing

5/50/200 liters

Color Code



## Laundry Destainer

### FEATURES

- Safe on coloured linen.
- Extended shelf life and stability.
- Will not set chlorhexidine stains.
- Compatible with main wash detergents and boosters for simultaneous use.
- Reduces process time and fabric degradation.
- Works best at high temperatures

## Klorimax PreSpotter RTU- Pre Treatment



pH

9.4-11.0

Application area

Laundry pre-wash spot remover

Available Packing

1/5/50/200 liters

Color Code



## Laundry Detergent

### FEATURES

- Superior stain removal, helping to remove all types of difficult stains i.e., grease, oil, soot, tar, petroleum, etc.
- Ready-to-Use (RTU) formulation
- Rapid Action: It requires less dwell time and minimal mechanical action

## Klorimax PreSpotter ULTRA- Pre-Treatment



pH

9.0–10.5

Application area

Laundry pre-wash spot remover for complex stains and grease

Available Packing

1/5/50/200 liters

Color Code



## Laundry Detergent

### FEATURES

- Instant-action stain remover
- Easy to use
- Effective on ink and complex dye-based stains
- Color-safe formulation

## Klorimax KMAX SanQ - Rinse, FinalWash



pH

8.5-10.0

Application area

Quat-based rinse sanitiser for all fabrics. Compatible with washer extractors & tunnel washers. Suitable for high-hygiene areas

Available Packing

5/50/200 liters

Color Code



## Laundry Sanitiser



### FEATURES

- Fourth-generation quat formulation
- Mild softening effect with odor neutralization
- Low foaming
- Wide-spectrum quat-based sanitiser validated for healthcare laundry applications

For dosing details, refer to the dosing chart or consult a technical representative.

## LAUNDRY WASHING PROCEDURES

### लॉन्ड्री धुलाई प्रक्रिया

1. PRE-TREAT पूर्व-उपचार	2. WASH धुलाई	3. DRY सुखाना	4. FOLD संग्रह
			
<p>SORT LINEN BY FABRIC TYPE AND COLOR.</p> <p>SEPARATE HEAVILY SOILED ITEMS.</p>	<p>APPLY APPROVED PRE-SPOTTER ON STAINS.</p> <p>ALLOW RECOMMENDED DWELL TIME.</p>	<p>LOAD MACHINE AS PER CAPACITY GUIDELINES.</p> <p>SELECT CORRECT WASH PROGRAM.</p> <p>ADD DETERGENT / BOOSTER AS PER DOSING CHART.</p>	<p>START WASH CYCLE.</p>
<p>कपड़ों को कपड़े के प्रकार और रंग के अनुसार अलग करें।</p> <p>अधिक गंदे लिनेन को अलग रखें।</p>	<p>दाग पर स्वीकृत स्पॉटर लगाएँ।</p> <p>निर्धारित समय तक छोड़ें।</p>	<p>मशीन में निर्धारित क्षमता के अनुसार लोड करें। सही वॉश प्रोग्राम चुनें।</p> <p>डोजिंग चार्ट के अनुसार डिटर्जेंट एवं रसायन डालें।</p>	<p>धुलाई चक्र प्रारंभ करें और प्रक्रिया की निगरानी करें।</p>
			<p>SELECT APPROPRIATE DRYING TEMPERATURE.</p> <p>AVOID OVERLOADING DRYER.</p> <p>DO NOT OVER-DRY FABRICS.</p> <p>REMOVE LINEN IMMEDIATELY AFTER CYCLE.</p>
			<p>उचित सुखाने का तापमान चुनें।</p> <p>ड्रायर में अधिक लोड न करें।</p> <p>कपड़ों को अधिक समय तक न सुखाएँ।</p> <p>चक्र पूरा होते ही लिनेन निकाल लें।</p>
			<p>FOLD LINEN NEATLY.</p> <p>INSPECT FOR STAINS OR DAMAGE.</p> <p>STORE IN CLEAN, DRY AREA.</p> <p>MAINTAIN HYGIENE DURING HANDLING.</p>
			<p>लिनेन को साफ तरीके से मोड़ें।</p> <p>दाग या क्षति की जांच करें।</p> <p>स्वच्छ और सूखे स्थान पर रखें।</p> <p>संभालते समय स्वच्छता बनाए रखें।</p>

### IMPORTANT SAFETY NOTE

- Always follow chemical dosing instructions.
- Wear appropriate PPE while handling chemicals.
- Report equipment malfunction immediately.

### महत्वपूर्ण सुरक्षा निर्देश

- हमेशा रसायनों की निर्धारित मात्रा का पालन करें।
- रसायनों का उपयोग करते समय सुरक्षा उपकरण पहनें।
- मशीन में खराबी होने पर तुरंत सूचित करें।

# For Nature, By Nature Inspired Chemistry

RESPONSIBLE CHEMISTRY

• Low/No VOCs • No phosphates, silicates, or harsh solvents • No alkylphenol ethoxylates

• No nitrilotriacetic acid (NTA) • No toxic or persistent components or by-products • No ozone-depleting chemicals

**KLORIMAX™**

## SUSTAINABLE SUPPORT CHARACTERISTICS

- Safer Choice Standards Compliant
- CleanGredients®-Approved Surfactants & Polymers
- Rapidly biodegradable surfactant systems
- Bio-based and renewable raw material components
- Chicory-Derived Chelants (Phosphate-Free)
- Low-Carbon, High-Safety Enzyme Technology



### COLOR-CODED LABEL SYSTEM

A structured color-coded product system simplifies identification, reduces handling errors, and supports efficient staff training.



## PARTNER WITH KLORIMAX FOR IMPECCABLY WHITE & BRIGHT LAUNDRY

Overcome laundry challenges, achieve your business goals, and deliver superior guest satisfaction. Klorimax provides advanced linen care solutions that deliver outstanding results while reducing linen replacement and utility costs.

### YOU CAN RELY ON US FOR:

- Technical program development
- Process optimization guidance
- On-site training support
- Ongoing operational consultation
- Reliable local support when you need it most



### Achieve Best-in-Class Laundry Results

Transform your laundry operations with cleaner, whiter, softer, and fresher linens. Improve performance, reduce costs, and experience measurable results.

**PARTNER WITH KLORIMAX™ TO ENGINEER MEASURABLE LAUNDRY PERFORMANCE.**



Email us –  
[technical@hmcadvancedsolutions.com](mailto:technical@hmcadvancedsolutions.com)

Seller warrants that this product conforms to its chemical description and is reasonably fit for the purpose referred to in the directions for use when used in accordance with the directions under normal conditions. Buyer assumes the risk of any use contrary to such directions. Seller makes no other warranty or representation of any kind, express or implied, concerning the product, including NO IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS OF THE GOODS FOR ANY OTHER PARTICULAR PURPOSE. No such warranties shall be implied by law and no agent of seller is authorized to alter this warranty in any way except in writing with a specific reference to this warranty. The exclusive remedy against seller shall be a claim.

EB-KLC-IN-H(03/26)

\*KLORIMAX™ is a registered trademark brand of HMC, ensuring quality and authenticity in every product. All rights reserved.\*