



# Your strong partner for the hotel industry

Together for a sustainable circular future.

# The hotel industry in transition

The people who take on these challenges deserve our respect.

To be successful in the hotel industry, you have to be flexible and face new challenges every day: Be it the shortage of skilled workers, rising raw material prices combined with market price wars and the increased expectations of guests – especially when it comes to sustainability and hygiene.



## Social change

- Increased individual needs of guests
- Increasing relevance of corporate social responsibility (CSR)
- Credible marketing communication becomes more complex as guest expectations increase



## Economic challenges

- Price war on the hotel market, fuelled, among other things, by booking portals and oversupply
- Rising raw material prices and inflation
- Lack of skilled workers and staff turnover (including among cleaning staff)



## Political and social pressure

- Political and societal calls for sustainability
- Digitalisation
- Pandemic-related laws and regulations



## Ecological awareness

- Greater guest expectations regarding the environment and sustainability
- Consequences of climate change, such as natural disasters
- Scarcity of resources

# A strong partnership

We support you with all challenges of everyday hotel life, big or small.



## All-round cleaning concept

For your guests to feel comfortable, cleanliness plays a crucial role, as hygiene standards have significantly increased, not least since the pandemic. We offer efficient and recyclable cleaning solutions and an excellent service tailored to your needs.



## Focus on sustainability

Demand for sustainability has increased significantly among guests. With our Green Care Professional brand, we provide high-performance and sustainable cleaning solutions. What's more, our products will look good in your sustainability report.



## Speed and flexibility

Hotel cleaning has to be quick, efficient and reliable. Thanks to the effective cleaning power and the intuitive and convenient handling of our ready-to-use cleaning agents, you save time and reduce walking distances.



## Trained cleaning staff

Our Green Care Academy, an easy-to-understand e-learning tool, helps you train your cleaning staff. We also care for the safety of your cleaning staff: our products are easy to handle and have non-toxic formulations.



## Excellent value for money

Our products offer you lower costs per application compared with competing products. Our efficient dosing systems save costs.

# Our areas of application



## How we support you



**Innovative and sustainable  
circular cleaning products**



**All-round service**



**Smart dosing systems**

# Innovative and sustainable circular products



A sustainable circular future with Green Care Professional



## Formulation

In development and production, we consistently use renewable energy technology and raw materials. We continuously reduce by-products, pollutants and residues in our formulas. We also pay attention to the biological degradability of materials and exclude raw materials with negative environmental impact in compliance with EU Ecolabel requirements.

**As our formulas contain neither hazardous nor prohibited materials, they are harmless for humans and the environment.**



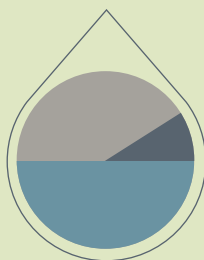
## Packaging

In order to do without virgin plastic made from crude oil and to conserve our fossil resources, we rely on recyclate from the Yellow Bag. We refrain from using PS (polystyrene) and PVC for our packaging components.

**The recyclate share in our bottles is 100% and our bottles are completely recyclable. After their disposal, they can be returned safely to the material cycle.**

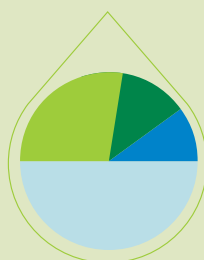


Conventional product formulas

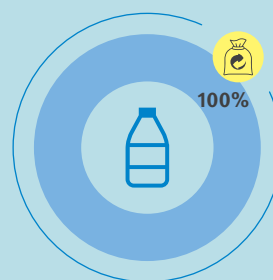


- Crude oil-based surfactants
- Dyes  
Fragrances
- Water

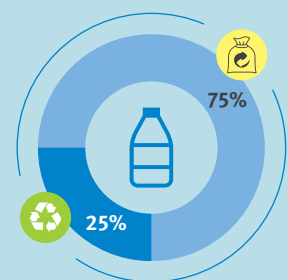
Green Care Professional formulas



- Plant-based surfactants (tropical crops)
- Plant-based surfactants (European crops)
- Food dyes
- Water from our own well



HDPE bottles



PET bottles

*In the long term we will use 100% recyclate from the Yellow Bag for our PET bottles. Until a complete switch is possible, we supplement the material with recyclate obtained from deposit bottles.*



Yellow Bag  
Yellow Bin



PET deposit bottle  
collection

# Practised circular economy

## Formulation

We use plant-based surfactants.  
The formulations are free from harmful ingredients.

## Packaging

Waste is a resource for us:  
Almost all of our packaging is made from recyclable and recycled plastic.



Biological cycle

Technical cycle

## Recycling

Empty packaging can be returned to the recycling cycle via household collection (such as the Yellow Bag).

## Compost

Our cleaning chemicals are biodegradable

## Plant-based raw materials

We use renewable, plant-based raw materials.

## Technical raw materials (recyclate)

Sorting and processing turns recyclate into new, high-quality plastic packaging.

# Make sustainable cleaning your added value!



## Cleaning power through quality

Quality “made in Germany”:  
High-performance and efficient cleaning.



## Safe for people and the environment

We use harmless materials that can be returned to the cycle.



## Recyclable products

We stand for a circular economy along the entire value chain.



## Sustainable profitability

Our smart cleaning concepts enable precise and economical dosing.

200+  
 Product certifications

**Our success: World record**  
 More than 824 million PET bottles made from recycle have so far been put into circulation by companies in the Werner & Mertz Group. (as of: March 2024)  
[wir-fuer-recyclat.de](http://wir-fuer-recyclat.de)



### Formulation



### Packaging



### Production and supply chain



# All-round service

Based on unique expertise



1

## Top advice

Our well-trained consultants put your cleaning services to the test and help you improve them.

- Property folders provide comprehensive information about your property, processes and the products used.
- Application engineers provide advice on site

2

## Tailored concepts

Whether recommendations, cleaning or outbreak plans: We use our expertise to improve your services and solve your technical application problems.



3

## Technical support

Not quite sure how to use a product?

- Provision of dosing technology
- Dedicated technical team to rectify dosing technology faults

4

## Hygiene aids

We offer all-round services for setting up and maintaining first-class hygiene standards.

- On-site advice from trained disinfection experts
- Testing and documentation as part of hygiene audits
- Microbiological tests

## Specific services.

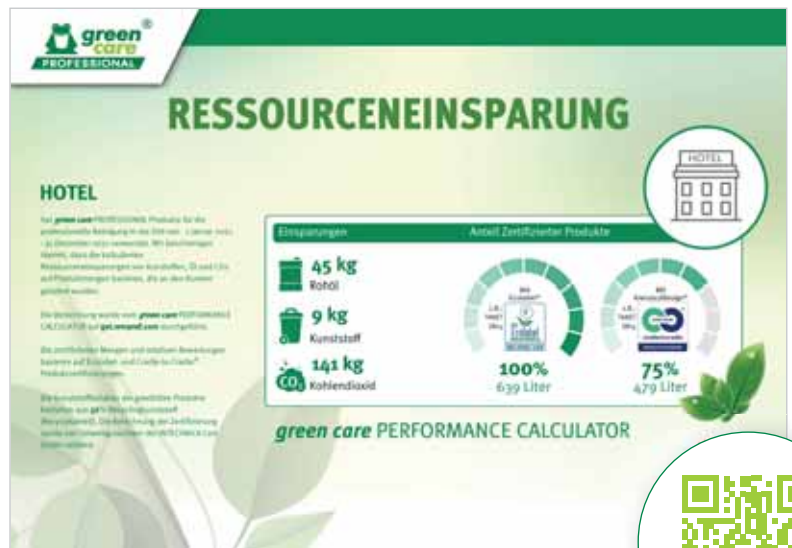
We are happy to provide you with all the info you need on our range of services or details about specific services: [info@tana.at](mailto:info@tana.at)



5

### Ecological footprint as a competitive advantage

Sustainability is becoming increasingly important. However, a competitive advantage can only be secured if this can be convincingly communicated. We help you do this: The Green Care Performance Calculator allows you to calculate your ecological footprint and even have it certified. You can use the certificate for your sustainability report!



6



### green care<sup>®</sup> ACADEMY PROFESSIONAL

#### Specialist knowledge, effective training

Doing a great job with specialist knowledge: We offer all-round services for setting up and maintaining first-class hygiene standards.



Live training courses



Webinars



NEW: E-Learning

7

### Joint marketing

We support your sustainability communication with tailored marketing materials. For example:



Stand-up display in the room



Certificate in the entrance area



# Which system satisfies your requirements?



## Ready4U

### Speed

Our spray bottles for safe and fast application without measuring.



## Concentrate + Dosing

### Price / performance ratio

High-performance concentrate and simple dosing options.



## Switch

### Reduce + Reuse + Recycle

Ultra-concentrated formulations in bottle with dosing cap and refill pouch.



## Kliks

### Safety

Our compact Kliks cleaning system is intuitive and safe.



## QUICK & EASY

### Mobility

Precise dosing, suitable for mobile use, clever packaging design.





# Our product selection for you

# Lobby



**1 TANET interior Quick&Easy**  
Universal surface cleaner



**2 TANET multiclean**  
Ready-to-use all purpose cleaner



**3 GLASS cleaner**  
Glass & window cleaner



**4 TANEX power**  
Ready-to-use plastic cleaner



**5 TANET SR 15**  
High performance floor- and surface cleaner

# Hotel room



**6 APESIN multi Quick&Easy**

Foaming disinfectant multi-purpose cleaner



**7 TANET karacho**

Surfactant-free all purpose cleaner



**8 TAWIP vioclean**

Floor cleaner & care



**APESIN handactive F**

Liquid alcoholic instant hand disinfectant

# Bathroom



**1 SANET daily Quick&Easy**  
Sanitary maintenance cleaner



**2 SANET spray**  
Ready-to-use sanitary maintenance cleaner



**3 SANET perfect**  
Sanitary cleaner and descaler



**4 GLASS cleaner**  
Glass & window cleaner



**5 WC lemon**  
Toilet bowl cleaner lemon

# Guest / dining room



**1 TANET interior Quick&Easy**  
Universal surface cleaner



**2 TANET multiclean**  
Ready-to-use all purpose cleaner



**3 APESIN multi Quick&Easy**  
Foaming disinfectant multi-purpose cleaner



**4 TANET SR 15**  
High performance floor- and surface cleaner

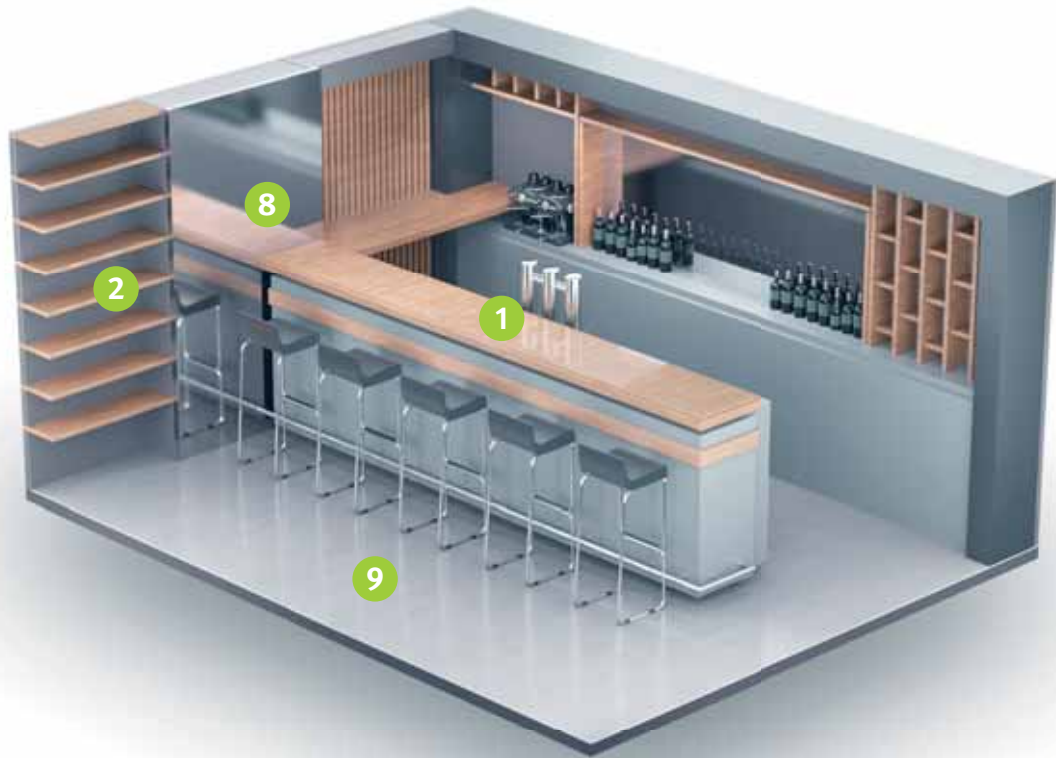


**5 TANET karacho**  
Surfactant-free all purpose cleaner



**6 GREASE superclean**  
Multi-purpose kitchen cleaner

# Bar



**1 TANET interior Quick&Easy**  
Universal surface cleaner



**2 TANET multiclean**  
Ready-to-use all purpose cleaner



**3 GREASE off Quick&Easy**  
Universal kitchen degreaser



**4 CREAM cleaner**  
Scouring Cream



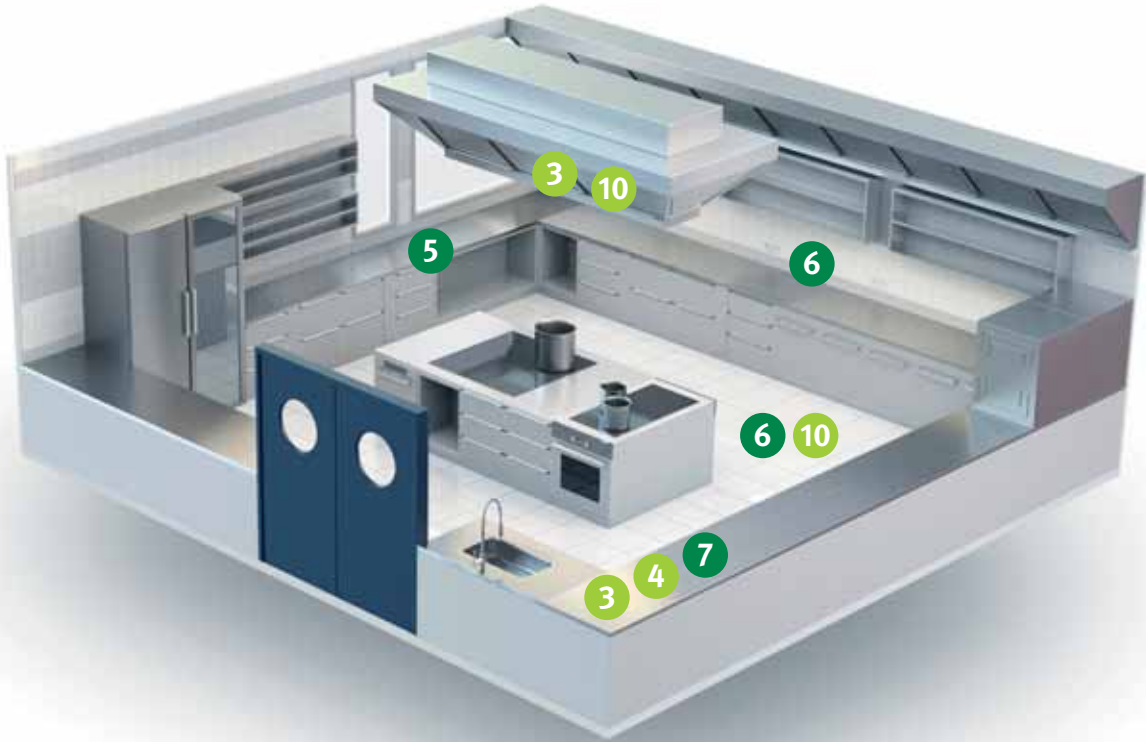
**5 APESIN spray F**  
Alcohol-based rapid disinfection, liquid – perfume-free



**6 APESIN food**  
Liquid, fast-acting kitchen disinfectant



# Kitchen



**7 APESIN kitchen Quick&Easy**  
Foaming disinfectant kitchen cleaner



**8 GLASS cleaner**  
Glass & window cleaner



**9 TANET SR 15**  
High performance floor- and surface cleaner



**10 GREASE perfect**  
Kitchen Degreaser

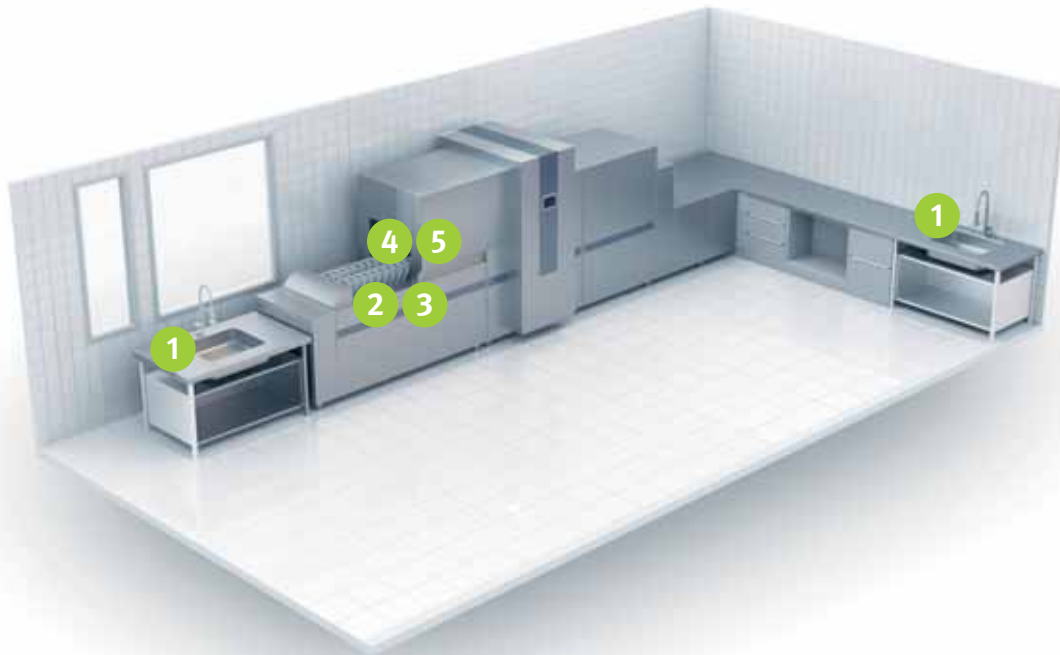


**LAVAMANI F**  
Liquid hand soap



**APESIN handactive F**  
Liquid alcoholic instant hand disinfectant

# Dishwashing



**1 MANUDISH original** 🌿

Hand Dishwashing Liquid



**2 ENERGY ultra** 🌿

Hard water detergent for dishwashers



**3 BRILLANT ultra** 🌿

Rinse aid for professional dishwashers



**4 ENERGY topKliks** 🌿

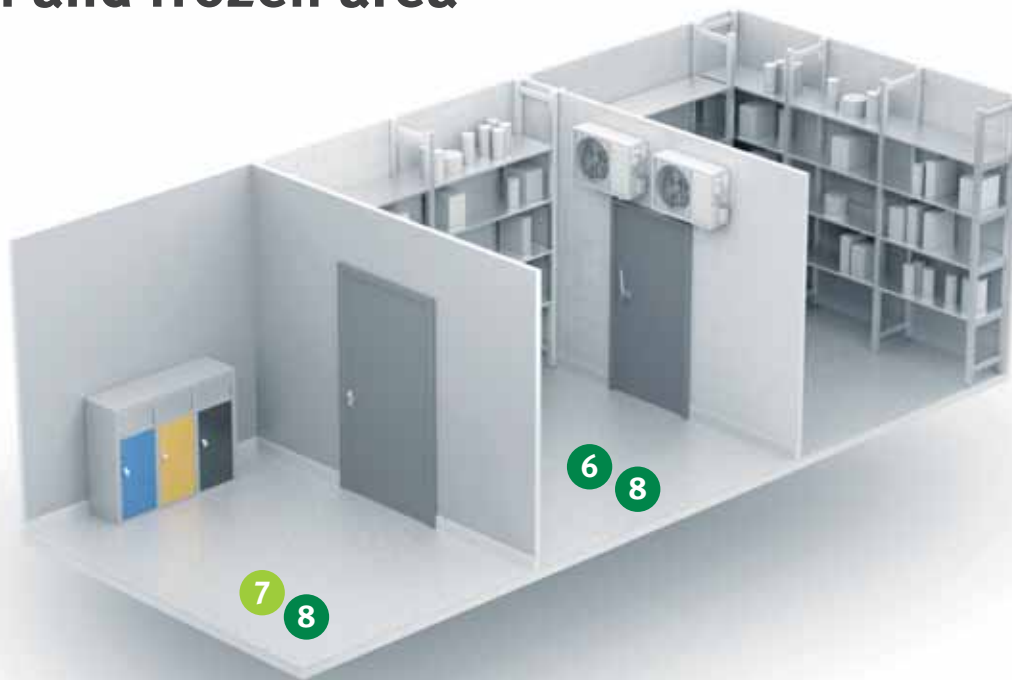
High performance dishwashing detergent for medium and hard water types



**5 BRILLANT topKliks** 🌿

High performance rinse aid for medium to hard water types

# Goods receipt, dry storage, refrigerated room and frozen area



## 6 NOWA frigo

Ready-to-use cleaner for deep-freeze storage rooms



## 7 GREASE perfect

Kitchen Degreaser



## 8 APESIN food

Liquid, fast-acting kitchen disinfectant



## LAVAMANI F

Liquid hand soap



## APESIN handactive F

Liquid alcoholic instant hand disinfectant

# Office



**1 TANET interior Quick&Easy**  
Universal surface cleaner



**2 TANEX power**  
Ready-to-use plastic cleaner



**3 GLASS cleaner**  
Glass & window cleaner



**4 GREASE off Quick&Easy**  
Universal kitchen degreaser

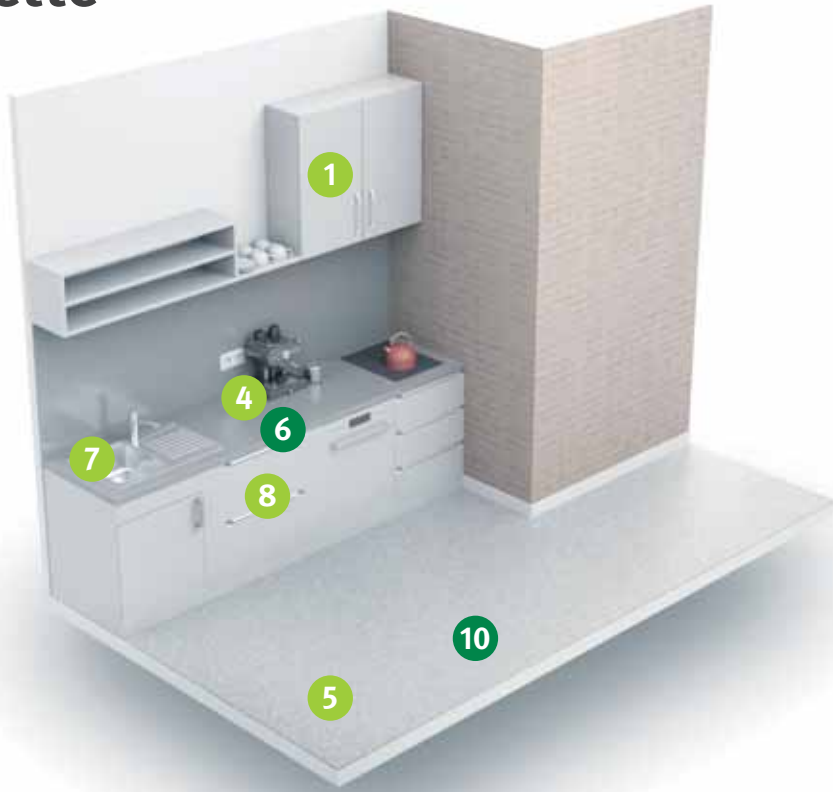


**5 TANET SR 15**  
High performance floor- and surface cleaner



**6 APESIN kitchen Quick&Easy**  
Foaming disinfectant kitchen cleaner

# Kitchenette



**7 MANUDISH original**

Hand Dishwashing Liquid



**8 ENERGY easytabs**

4 in 1 Tabs for Dishwashers



**9 TAWIP vioclean**

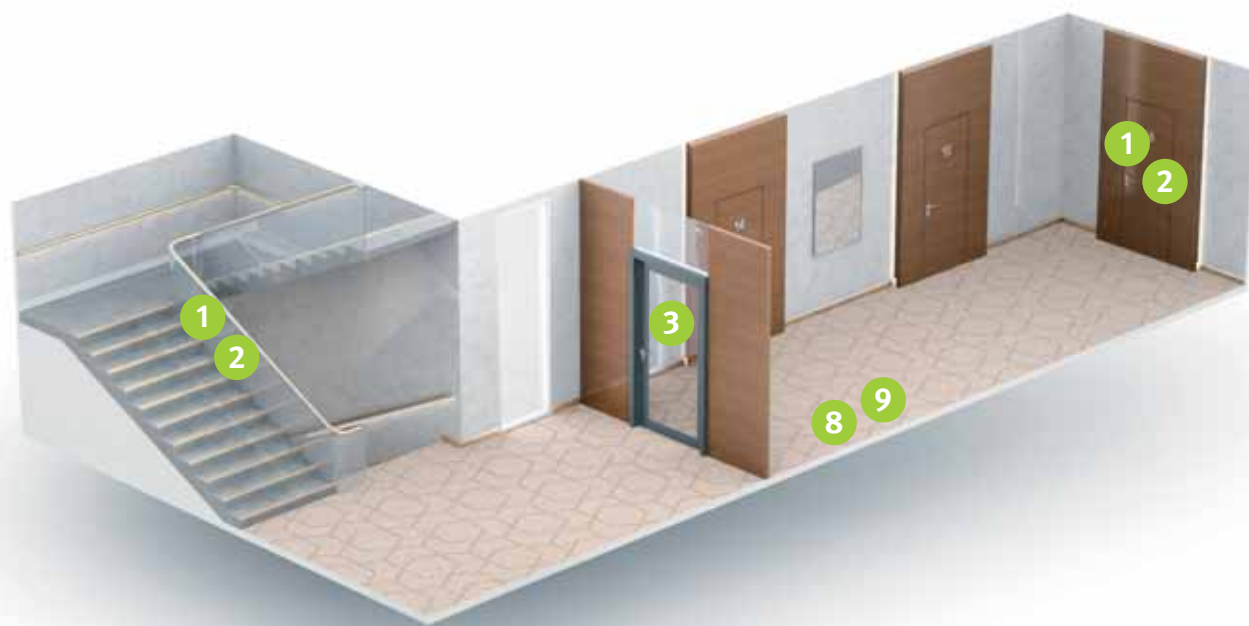
Floor cleaner & care



**10 APESIN food**

Liquid, fast-acting kitchen disinfectant

# Hallway / staircase



**1 TANEX performa Quick&Easy**  
Power cleaner



**2 TANET multiclean**  
Ready-to-use all purpose cleaner



**3 GLASS cleaner**  
Glass & window cleaner

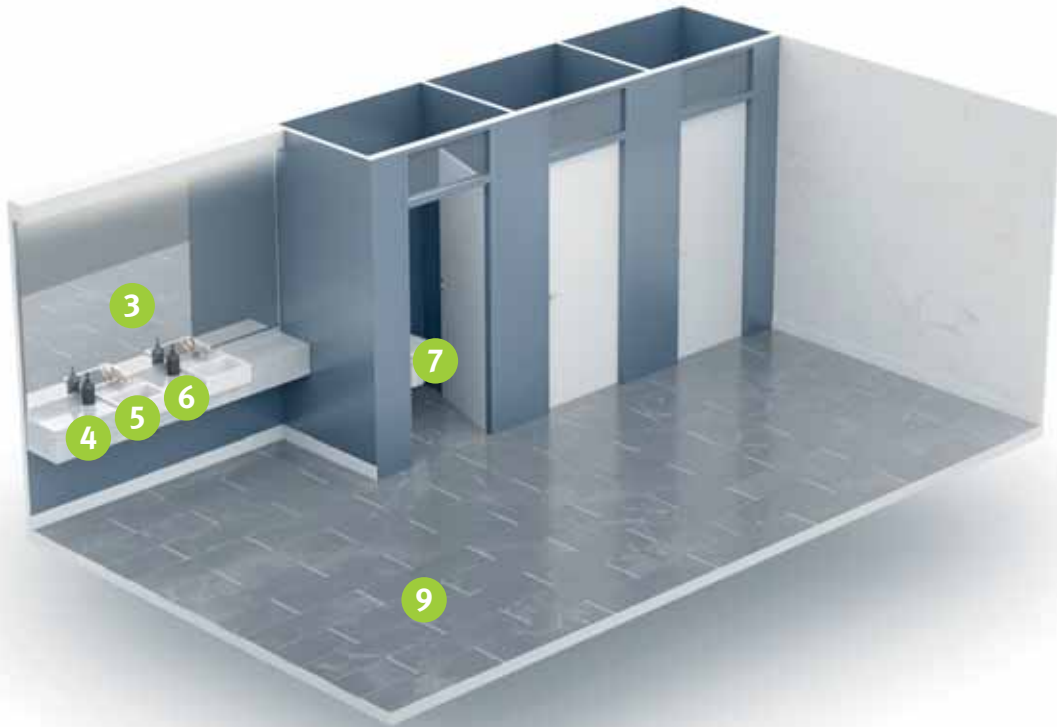


**4 SANET power Quick&Easy**  
Sanitary power cleaner



**5 SANET spray**  
Ready-to-use sanitary maintenance cleaner

# Toilet area



## 6 SANET perfect

Sanitary cleaner and descaler



## 7 WC lemon

Toilet bowl cleaner lemon



## 8 TANET SR 15

High performance floor- and surface cleaner



## 9 TANET karacho

Surfactant-free all purpose cleaner



## LAVAMANI rosé

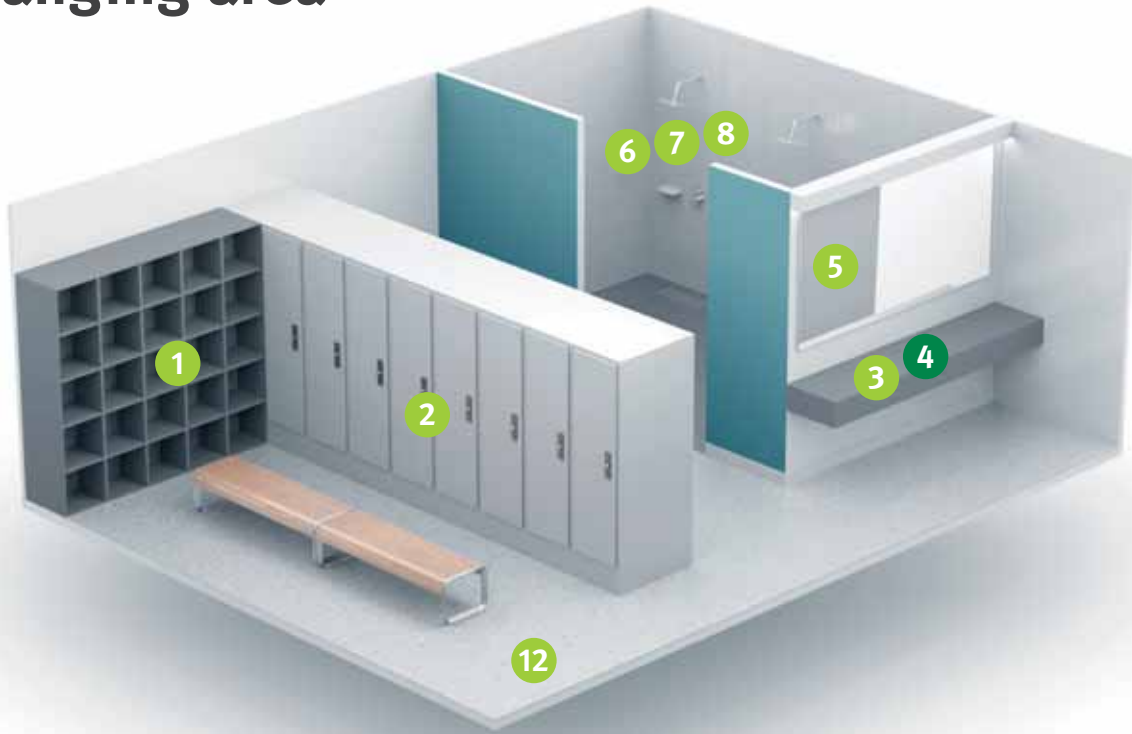
Liquid hand soap



## APESIN handactive F

Liquid alcoholic instant hand disinfectant

# Changing area



**1 TANEX performa Quick&Easy**  
Power cleaner



**2 TANET multiclean**  
Ready-to-use all purpose cleaner



**3 TANEX power**  
Ready-to-use plastic cleaner



**4 APESIN multi Quick&Easy**  
Foaming disinfectant multi-purpose cleaner



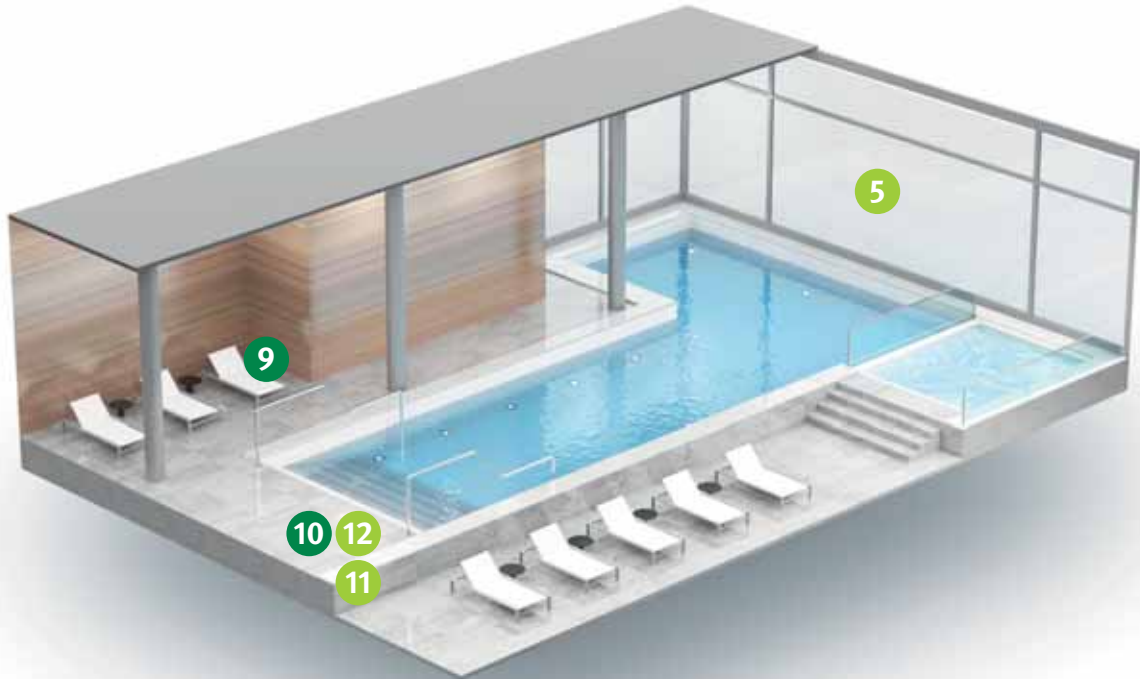
**5 GLASS cleaner**  
Glass & window cleaner



**6 SANET daily Quick&Easy**  
Sanitary maintenance cleaner



# Pool area



DE/020/382

## 7 SANET spray

Ready-to-use sanitary maintenance cleaner



DE/020/382

## 8 SANET perfect

Sanitary cleaner and descaler



## 9 APESIN sanol Quick&Easy

Foaming sanitary disinfectant cleaner



## 10 APESIN san

Liquid disinfecting cleaner for sanitary areas



AT/020/012

## 11 GREASE perfect

Kitchen Degreaser



DE/020/385

## 12 TANET karacho

Surfactant-free all purpose cleaner

# Sauna and relaxation area



**1 TANEX performa Quick&Easy**  
Power cleaner



**2 APESIN multi Quick&Easy**  
Foaming disinfectant multi-purpose cleaner



**3 TANET interior Quick&Easy**  
Universal surface cleaner



**4 GLASS cleaner**  
Glass & window cleaner



**5 APESIN san**  
Liquid disinfecting cleaner for sanitary areas

# Applications



## 6 APESIN AP 100 Plus

Powdery oxygen active disinfectant



## 7 TANET SR 15

High performance floor- and surface cleaner



## 8 TAWIP vioclean

Floor cleaner & care



## LAVAMANI F

Liquid hand soap



## APESIN handactive F

Liquid alcoholic instant hand disinfectant

# Gym



## 1 TANET interior Quick&Easy

Universal surface cleaner



## 2 TANET multiclean

Ready-to-use all purpose cleaner



## 3 TANEX power

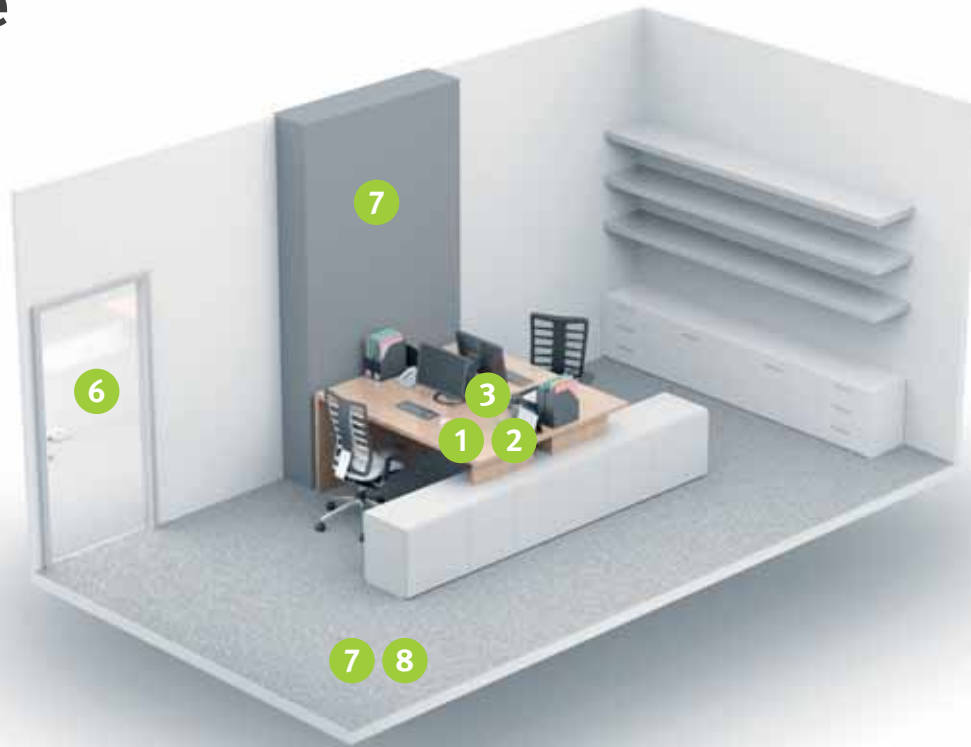
Ready-to-use plastic cleaner



## 4 APESIN multi Quick&Easy

Foaming disinfectant multi-purpose cleaner

# Office



## 6 GLASS cleaner

Glass & window cleaner



## 7 TANET SR 15

High performance floor-  
and surface cleaner



## 8 TAWIP vioclean

Floor cleaner & care



## 9 TANET karacho

Surfactant-free all purpose  
cleaner

# Laundry facilities





### ACTIV perfectKliks

Ultra-concentrated liquid detergent



### SYSTEM powerKliks

Ultra-concentrated liquid detergent



### SYSTEM whiteKliks

Ultra-concentrated laundry bleaching additive



### SOFT bloomKliks

Ultra-concentrated liquid fabric softener



### ACTIV delicat

Liquid detergent for delicate textiles



### SOFT fresh

Fabric softener for last rinse



### APESIN activdes hygiene

Disinfecting washing powder



### ACTIV bicompact

Ultra Concentrated Laundry Detergent



### APESIN multi Quick&Easy

Foaming disinfectant multi-purpose cleaner

## Ecolabel-certified system:



### ACTIV liquid

Liquid detergent for all textiles



### SYSTEM alca

Alkaline liquid booster



### SYSTEM oxybleach

Bleaching additive for laundry

100%  
INTO THE  
BOTTLE,  
**NOT**  
INTO THE  
OCEAN.



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