



# Tana-Chemie GmbH

Company | Values | Brands



Tana-Chemie GmbH  
Werner & Mertz Group

# Pioneer for 50 years:

## Tana-Chemie – A company with a vision

For more than 150 years, the family-owned Werner & Mertz has been successful in the market as an umbrella brand and European forerunner in innovations for the cleaning industry. In 1971 Tana-Chemie was set up with offerings tailored to professional cleaning services. Our established brands Green

Care Professional and Tana Professional, supported by highly qualified and motivated employees, stand for the entire company's unwavering commitment to sustainability. We are driven by our desire to make a sustainable lifestyle attainable for the majority even beyond the boundaries of our brand.

**1971**

Founding of  
Tana-Chemie GmbH



**1989**

Ecological professional  
products

**2003**

EMAS-certified main production  
site Werner & Mertz in Mainz, Ger-  
many. Followed by Hallein, Austria  
in 2005.



# Better across the industry:

Wherever people come together,  
our cleaning products are put to use.

Together we are on the way to becoming the European market and innovation leader in professional specialized care. In our sector we will succeed with exemplary ecological products and concepts designed and developed for the circular economy. Based on our many years of experience, we provide our customers with comprehensive, customized and integrally sustainable Hygiene solutions that contribute to their success.

## Some of our major sectors:

- Public institutions
- Offices and commercial space
- Healthcare facilities
- Hotels, cafés and restaurant
- Industry
- Transportation and traffic
- Sanitary facilities and swimming pools
- Recreational facilities

## Award-winning production sites:

At our production sites in Mainz and Hallein, we implement the highest quality and environmental standards and see them reflected in our certifications:



**2005**  
First EU Ecolabel certification



**2007**  
First Nordic Swan certification



**2007**  
Revision of development guidelines and publication of the sustainability information for each product

**2008**  
First bottle with 30 % share of recycle



# Our unequivocal

stance is the basis for value creation



## 1 Responsibility

We keep our promises and accept our responsibility for others in the belief that a healthy and safe environment begins with ourselves.

## 2 Quality

By providing first-class products and solutions, we contribute to our customers' current and future business success.



## 3 Passion

We put our heart and soul into promoting diversity and ensuring good quality of life.



## 4 Integrity and Respect

In keeping with our corporate principles, we comply with the highest ethical standards in all we do and stand for honesty, integrity and fairness in dealing with employees, business partners, customers and the general public.



**2013**  
First Cradle to Cradle® Gold certification for a complete range of cleaning products

**2014**  
First bottle of 100 % recycle



**2015**  
Cradle to Cradle® Products Innovator Award

**2018**  
Release of the Green Care Performance Calculator



# Strong Brands & Great Service:

## Green Care Professional and Tana Professional

Our two pioneer brands Green Care Professional and Tana Professional have their origin in the sustainability philosophy of our company. Linking

tradition with innovation, they set standards in cleaning performance, economic efficiency and user safety.

Read more about our strong brands on the next pages.

### → Top advice

Our qualified advisors closely examine your cleaning services and help you to optimize them.

### → Customized concepts

When you need recommendations or cleaning plans, we use our expertise to optimize your offers and solve your application problems.

### → Special Know-how

We bring you and / or your employees up to date in the cleaning industry with our training programs.

### → Competitive advantage Know-how

Sustainability is becoming more important. Only those companies that can credibly convey their sustainability efforts will realize a competitive advantage. We'll help you to do just that!

- Performance Calculator to figure out potential improvement to you ecological footprint
- Certificate that proves your resource conservation with our products

### → Technical support

We would be pleased to give you information about our services or concrete details on our separate services:  
[info@tana.de](mailto:info@tana.de)



**2020**  
German Packaging Award  
for a mono-material pouch

**2021**  
50 years of  
Tana-Chemie GmbH



**2021**  
Our Company wins  
EcoVadis Platinum Medal



# Green Care Professional:

Our sustainable pioneer products

## Doing the right things right

Safe, effective, recyclable. Our Green Care Professional brand stands for high-quality cleaning products in harmony with nature. We have many ways to interpret “cleanliness”, i.e., as the effect of cleaning, but also clean for people, animals and the environment. From this basic understanding we developed our “circular” strategy. The materials used in the production of our Cradle to Cradle® certified assortment can be returned to the technical and biological cycles. From that we derived our slogan “A circular future”.

## Our Brand Promise:

### Safe for Humans and the Environment

For more than 30 years Green Care Professional has been synonymous with first-class cleaning performance and integrally sustainable cleaning concepts. Our brand is a pioneer in a genuine circular economy along the entire value chain.

Read more about the circular economy and our Green Care Professional portfolio in our Green Care brochure.





# Tana Professional:

## Our problem solver for every purpose

### General problem solver in the cleaning sector

Tana Professional has a long history of documented customer satisfaction and high quality products. For more than 50 years, Tana has been our proven cleaning brand. For special cleaning and care products or disinfectants, the problem solver Tana Professional meets the needs of every sector and industry and ensures long-term value retention.

### Three steps to greater safety in everyday work

Guaranteeing trouble-free Hygiene is more important than ever in public areas, offices, retail and commercial space, hotels and restaurants. With Tana Professional, we offer you perfect protection for every area.

- 1 | Regular cleaning reduces bacterial loads.
- 2 | Surface disinfectants are recommended for heavily used surfaces.
- 3 | Hand Hygiene and supplemental hand disinfection for personal protection.

# Which system satisfies your requirements?



## → Speed

Our spray bottles for safe and fast application without measuring.  
More on page 9



**Ready4U**

## → Price / performance ratio

High-performance concentrate and simple dosing options.  
More on page 9



**Concentrate + Dosing**

## → Safety

Our compact Kliks cleaning system is intuitive and safe.  
More on page 10



**Kliks**

## → Mobility

Precise dosing, suitable for mobile use, clever packaging design.  
More on page 12



**QUICK & EASY**



# Ready for Action

Our ready-to-use cleaner

Ready4U

Our spray bottles make application very easy:

- Your cleaning personnel don't need any training before use
- Safe and fast application without measuring
- Sustainable formulas and bottles made of 100 % recycle
- Outstanding cleaning performance for use in sanitary areas, kitchen, laundry, for all-purpose and glass cleaning



# Highly Concentrated

The best price/performance ratio in our assortment

Concentrate  
+ Dosing

## The Classic: Our Concentrate

- Extensive high-performance product range
- With the refill system from canister to bottle, you save money and reduce packaging waste

## + simple dosing options

- Manual dosing aid (more in Accessories chapter)
- Dosing system
- Green Care Remote, our cloud-based dosing system



Our Concentrate



Dosage ball



Dosage bottle



Dosing systems



Green Care Remote



# Safety with a Kliks

Simple, intuitive, efficient

Our compact Kliks cleaning systems make your daily cleaning more efficient and environmentally friendly than ever before!

## It works so simply:

- 1 | Select the right Kliks product, depending on area of application.
- 2 | Connect the product to the dosing system with the connector that has no contact to chemicals.
- 3 | Work efficiently with the ideal dosage.
- 4 | The pouch, which saves up to 90 % waste volume, can be emptied completely.



ENERGY proKliks and ENERGY topKliks

## Six times better: Your benefits

-  Connect without touching concentrate
-  100 % biologically degradable formulas
-  Intuitive and safe use
-  Controlled dosing and efficiency
-  Economical
-  Reduces waste

# Efficient use in professional cleaning

## Kliks-Systems for laundry, kitchen and building

Configure Kliks to satisfy your requirements and then use our innovative cleaning product packaging. Specially developed for your needs.



### Convenient solution for laundry and dishwashing: Bag-in-Box

The practical box for laundry and dishwashing makes professional cleaning easier and prevents direct contact with the concentrated products.



### Ideal for kitchen and building Care: Kliks Pouch

Simplify professional cleaning in the kitchen and buildings. Our practical 2-liter pouch with high-performance cleaning concentrate is designed for use in the Kliks-System.



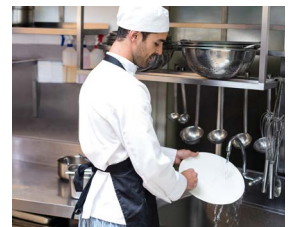
*Laundry Hygiene*



*Mechanical dishwashing*



*Building Care*



*Manual dishwashing*

**QUICK  
& EASY**



# More Efficiency with Ease

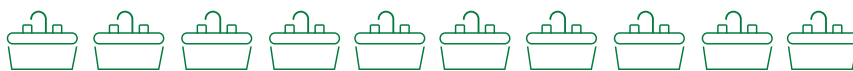
Quick & Easy – Load cartridge and “foam spray”

Our innovative system offers a unique concept for efficient and ergonomic cleaning with exact dosing, mobile use and clever packaging design. The varied and easily switched cartridges in the Quick & Easy

system make your work simple and efficient. Thanks to certified products with bottles made of recycleate (Cradle to Cradle® & EU Ecolabel), you do your part in protecting the environment.

**Improve your productivity:**

**1 cartridge of  
SANET daily Quick & Easy**



**... cleans more than  
1.130 sinks.**

## Foam Spray Head

- Water and concentrate are mixed right in the spray head
- Prevents aerosol in the air
- Better adhesion on surfaces to be cleaned
- Free basic equipment of foam spray heads

## Dosing with Ease

- Integrated exact dosing reduces application costs
- Optimum cleaning performance is guaranteed
- Automatic lock when water or concentrate cartridge is empty
- Immediate display when refill is needed

## Water Cartridge

- Mobile – can be refilled with water anywhere
- Reduces carrying weight and saves steps
- Cartridges made of 100 % recycle



## Belt

- All cleaning equipment immediately available
- Eliminates unnecessary steps

## Safety Closure

- No-leak cartridge
- No contact with concentrate
- Change cartridge very easily
- Maximum user safety

## Highly Concentrated

- Can be used almost anywhere
- Certified formulas



Packaging meets bronze level requirements.

## Exchangeable Cartridges

- Fast and efficient
- Never again germ-laden liquids
- Complete emptying
- Cartridges made of 100 % recycle





# Trained sustainably

Master the job with specialist knowledge

In the Green Care Academy we offer you support with product training. In three different ways we ensure that your employees work safely and efficiently. Your employees remain qualified, motivated and always up-to-date.



You'll find more information about our new eLearning platform, online reservations and contact options (for questions or registration) at [www.green-care-academy.com](http://www.green-care-academy.com)





## Live Training

with personal service

In our live training you will be personally looked after by Tana-Chemie employees who have years of practical experience. We offer half and full day seminars on a variety of currently relevant subjects. Company-specific seminars conducted at your site are available upon request.



## Web Seminars

Location-independent instruction with trainer

In our Green Care Academy Web Seminars your employees can take part in courses no matter where they are. Active participation is made possible via the Chat function. Choose from our varied topics in compulsory training and continuing education. Company-specific Web seminars are available upon request.



NEW



## eLearning

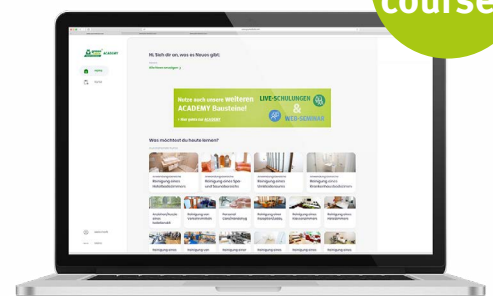
our training platform. Flexible, practical, understandable

With this platform available anytime and anywhere, your employees can learn the course material without classroom training. Users have access to all content, which they can call up many times, and then check their knowledge by answering some questions. Videos of practical work make the material easy to understand.

### Arguments in favor of the platform:

- We lay the foundation for your legal certainty by providing all relevant compulsory training.
- Documentation and checks of learning success
- Continuing education and practical know-how

26 courses





**100%**  
**SUSTAINABLE.**  
**THANK THE**  
**CIRCULAR**  
**ECONOMY.**

Cradle to Cradle Certified® is a registered trademark of the Cradle to Cradle Products Innovation Institute.

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