



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
Launch of
Green Care brand

2003
EMAS-certified production
site in Mainz, Germany. 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 restaurants
- Industry
- Transportation and traffic



Strong brands

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 pages 10 and 11.



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.

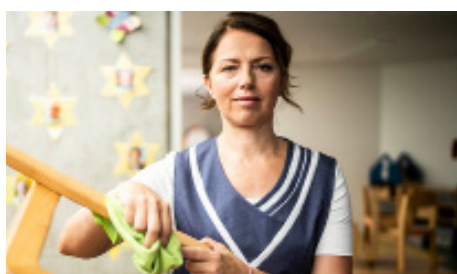
2 Quality

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



Extensive Service

Based on unique expertise



Our passion for cleanliness and our decades of experience in the cleaning industry make us the perfect contact for all your issues. With us you

benefit from efficient and innovative products and a complete service portfolio too. Here is an overview of our main services:

Our Service Portfolio: For your satisfaction and efficiency

- 1 | Top advice**
Our qualified advisors closely examine your cleaning services and help you to optimize them.
- 2 | Customized concepts**
When you need recommendations or cleaning or plans, we use our expertise to optimize your offers and solve your application problems.
- 3 | Technical Support**
We would be pleased to give you information about our services or concrete details on our separate services: info@tana.de
- 4 | Special Know-how**
We bring you and / or your employees up to date in the cleaning industry with our training programs.
- 5 | Competitive Advantage**
Sustainability is becoming more important for society and businesses. 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 your ecological footprint
 - Certificate that proves your resource conservation with our products



2020
German packaging Award for Mono-Material-Pouch

2021
Our Company wins EcoVadis Platinum Medal



2023
Our new Switch System with the award winning mono-material refill pouch



2025
TAWIP neo with biopolymer from European plants





Green Care Professional:

Our sustainable pioneer brand

Doing the right things right

Safe, effective, circular. 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 the Green Care brand 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.

In the next chapter you can read more about the circular economy and our Green Care Professional portfolio.





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.

Targeted solutions for every requirement



Ready4U

Speed

Our spray bottles for safe and fast application without measuring. More on page 13.



Concentrate + Dosing

Price / performance ratio

High-performance concentrate and simple dosing options. More on page 13.



Switch

Reduce + Reuse + Recycle

Ultra-concentrated formulations in bottle with dosing cap and refill pouch. More on page 14.



Kliks

Safety

Our compact Kliks cleaning system is intuitive and safe. More on page 16.



QUICK & EASY

Mobility

Precise dosing, suitable for mobile use, clever packaging design. More on page 18.

Ready for Action

Our ready-to-use cleaner



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 % recyclate
- Outstanding cleaning performance for use in sanitary areas, kitchen, laundry, for all-purpose and glass cleaning



Highly Concentrated

Price/performance ratio



The Classic: Our Concentrate

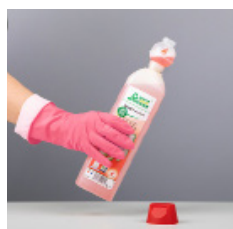
- Extensive high-performance product range
- With the refill system from canister to bottle, you save money and reduce packaging waste

+ simple dosing options

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



Our Concentrate



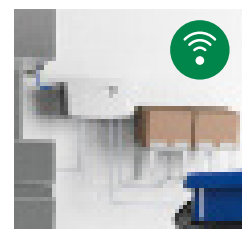
Dosage ball



Dosage bottle



Dosing systems



Green Care Remote



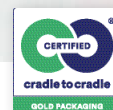
Switch

It's time to Switch

Small lever, big leverage

The innovative Switch System combines efficient, exact dosing without extra equipment with the advantages of sustainable, economical refilling. Available for four different areas of application, the ultra-concentrated formulations satisfy the highest sustainability requirements.

An use of 10,000 liters of cleaning agents has the potential to avoid significant amounts of CO₂ emissions and crude oil and plastic consumption.*



- 4,330 kg
CO₂ emissions



- 1,379 kg
Crude oil



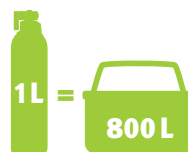
- 738 kg
Plastic



*Basis of calculation: SANET inoSwitch one-litre bottle

Save twice:

Costs & CO₂ emissions



Integrated dosing cap

- Efficient cleaning processes
- Savings on dosing equipment
- Safe handling of ultra concentrates
- Overdose prevention

Ultra concentrate

- Savings from lower use of cleaning agent and less storage space
- Reduced resource consumption
- Performance assurance certified by EU Ecolabel
- Cradle to Cradle certified



Simple instruction with a video



Refill pouch

- Cost-effective refilling
- The pouch can be 100% recycled to a high quality.
- No use of barrier materials and adhesives
- Printed area is separate from the pouch itself and fused to it only at the edges
- The pouch, spout and printed sleeve are made of a monomaterial (polyethylene or PE).



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.

Six times better: Your benefits

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



ENERGY proKliks and ENERGY topKliks

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 recycle (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 Sprayhead

- 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





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

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