



CLAX® Pura

35D2

## Phosphate free, high performance fabric washing powder, suitable for low to medium temperatures

### Description

Clax Pura is a phosphate-free complete mainwash detergent specially formulated for use in commercial and on premise laundries. The product has been developed for automatic and manual dosing and can be applied at all water hardnesses. Clax Pura is suitable for washing all white cotton and polycotton fabrics and colourfast articles.

### Key properties

Clax Pura is a phosphate-free strong enzymatic detergent powder, based on an effective blend of surfactants, water hardness sequestrants, anti-greying and anti-corrosion agents, alkaline salts and a medium temperature bleach system. The well balanced surfactant blend results in excellent fatty/oily and particulate soil removal and dispersion of soil components. The zeolite based building system ensures low water hardness ion concentration and consequently prevents precipitation of detergent components. In this way zeolites also function as anti-greying agents by preventing formation and deposition of water hardness salts onto fabric. In addition other ingredients with anti-redeposition and anti-incrustation properties have been included in the product. Clax Pura has also been formulated with silicates, which function as anticorrosion agents, and optical brightener ensuring long-lasting whiteness of fabric. The product contains a bleach system for application at low to medium temperatures (30 - 70°C) and bleach stabilising agents, preventing fabric damage. The presence of proteolytic enzyme leads to protein degradation, thus facilitating removal of proteinaceous soil such as blood and food stains. Clax Pura is a single shot mainwash detergent, which may be used for cleaning fabric from hospitals and other healthcare establishments as well as for cleaning hotel linen, restaurant linen and workwear.

### Benefits

- Excellent performance on a wide range of stains and types of soil
- Prevents greying of linen; stabilisation of soil particles in the wash liquor
- Ensures long lasting whiteness
- Prevents corrosion of machine parts
- Effective on proteinaceous soil (e.g. blood and food stains)
- Effective low to medium temp bleaching (minimal fabric damage)

### Use instructions

For best results:

- use softened water,
- segregate polyester cotton articles from other articles and wash separately,
- separate white and coloured goods,
- sub-sort into light, medium and heavily soiled articles

### Dosage\*

Please see dosing matrix on the label of the bag.

*\*This dosage is according to optimal conditions, recommendations may vary, please consult with your Diversey representative for directions.*





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#### Technical data

Odour:	Fresh
pH (1% solution at 20°C):	~ 11
Bulk density (g/L):	640
Total Alkalinity (%Na <sub>2</sub> O; pH 3.6):	26

*The above data is typical of normal production and should not be taken as a specification.*

#### Safe handling and storage information

Full guidance on the handling and disposal of this product is provided in a separate Safety Data Sheet; [sds.diversey.com](https://sds.diversey.com). Store in original closed containers away from extremes of temperature. Only for professional users / specialists.

[www.diversey.com](https://www.diversey.com)

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