

Your Partner for Custom-Made Solutions



The fresher company.

Wet-Cleaning

THE NEXT GENERATION

2.0

The beginning of a new era

Efficient and ecological cleaning in water



We offer complete solutions

...TO ALL PROFESSIONAL TEXTILE AFTER-CARE SERVICE BUSINESSES FOCUSING ON CLEANLINESS, HYGIENE AND DISINFECTION.



SEITZ is an innovative, family-owned, German company with a pronounced international orientation and commitment to the development of specific solutions for specific customer groups, within all fields of professional cleaning, sanitation, disinfection and textile care.

Consultancy by SEITZ – No matter whether you are in professional Textile Care, maintenance cleaning and sanitation or dermatological protection, we offer you individual consultation on our products, concepts and system solutions. Our service offer is ideally suited to all those companies and service providers whose task it is to care for and maintain existing resources while at the same time protecting the environment as well as human beings from infection and disease.

➤ **ADVICE**

➤ **PRODUCTS**

➤ **PROCEDURES**

➤ **TECHNOLOGY**

➤ **TRAINING**

➤ **SERVICE**

All SEITZ-Products have one thing in common: They are economic in consumption as well as being highly active and they facilitate operations. It is our constant endeavour to offer products that are non-hazardous in work and handling and, as for the raw materials we are using in our products, it is of great importance to us that they are biodegradable as far as possible.

In a long and continuing tradition, the name of SEITZ has always stood for prudent progress: It has always been our ambition to develop innovative, inter-active product systems as well as thoroughly researched procedures, linked always to future-focused technologies and customer-orientated services, which will help our customers to improve their own competitiveness.

Bearing in mind the all-important economic influences, we are very aware of our responsibility to succeeding generations. In all our product and service developments, we are guided by our founding principles: ‘To avoid any detrimental influence to the environment and to use all resources carefully and efficiently’.



On the following pages
we present you with
some up-dated versions
of our products and pro-
cedures for professional
wet-cleaning which
will open completely
new possibilities for you.

Welcome!

The experience of 125 years is integrated into our daily work. In our company-owned laboratory and technical departments, we develop products, processes and equipment for national and international distribution and use, we also test them for their efficiency and performance against industry standard, technical application criteria.

We listen when our customers describe their needs to us as well as their problems and their wishes. From these discussions our Research and Development and Technical Department is challenged to seek innovative solutions.

Everything is under control: Our products processes and equipment technologies are subjected to continuous on-going scrutiny and all SEITZ product specifications are subject to change if necessary for the achievement of the customer's requirements. In this way we can continuously enhance the quality and efficiency of our solutions and services.

We purchase high-grade raw materials and other products in the mix, exclusively from selected suppliers who guarantee consistently supreme quality highest standards. All incoming raw materials and all outgoing products are routinely checked. It is only in this way that we can be sure to guarantee supreme quality and maximum safety in our products.

This dedication to consistent quality and maximum safety is also reflected in our Total Quality Management System according to: DIN EN ISO:9001.

Your SEITZ Team

The fresher company.

Textile Care in Water



An Old-Established Business

In the 19th century, the possibility of using solvents in professional textile cleaning was discovered. These solvents turpentine, alcohol and trichloroethylene – formerly used in drycleaning – were superseded by Perchloroethylene.

Water against Solvent

There are many conventional cleaners that promote the use of solvents in modern Textile Care. Apart from the effectiveness of the treatment process, safety in the cleaning of the textiles plays an important role. For this reason, up to the present time, there was hardly any serious alternative to this kind of textile care using solvents.



However, as a result of the changes in the composition of textile fabrics, the optimized development of many dry-cleaning products, the improvement in machine technology (larger machine drums, fewer drum movements and treatment programs especially adapted to the structure of the textiles) as well as the frequency of water-soluble soil many textiles can nowadays be cleaned in water which, previously, could only be treated by drycleaning.

The solvent method has a negative image and too many rules

For the purpose of reducing or avoiding the problems with some traditional solvents, new legal directives for their use have very regularly come into force. During this time, these rules have become more and more severe and seriously restricted the scope of the active processes within drycleaning businesses and the drycleaning processes became very expensive.

Wet-cleaning as a textile-caring, ecological alternative

It is much better in the 21st Century that wet-cleaning as an alternative to drycleaning has become more and more attractive. Fewer legal requirements and restrictions for protection at work and better cleaning techniques, make wet-cleaning procedures very economic, besides being notably textile-friendly as well as being environmentally friendly.



This is the beginning of a new era.

The four steps to perfect cleanliness:

1. wet-cleaning



2. finishing
optimizing



3. bleaching
disinfecting



4. added chemical
potency





1. wet-cleaning



According to the *Sinner's Circle*, four basic parameters mainly define the success of a (wet-)cleaning process: chemical and mechanical action, temperature and time.

- Chemical: no alkalis. Colour and textile-enhancing additives allowed.
- Reduced water quantity:
approx. 150 mm inside the drum
- Reduced mechanical action:
normal drum speed, drum reversing
rhythm 3 : 57 – 15 : 15
(in case of washable outerwear
up to 25 : 5)
- Low temperature range:
cold up to 40 °C
- Wash cycles: 5 – 12 minutes

Water has always been used in modern Textile Care but what is new is that its application has been extended to textiles that traditionally could only be cleaned in solvent.

Wet-cleaning 2.0

With the new wet-cleaning system 2.0, SEITZ have created a greatly improved method of textile cleaning by which a treatment in solvent can be completely replaced in the great majority of cases. This new system 2.0 is particularly noted for the following aspects:

Ecology

The surfactants used in our SEITZ products are free from alkalis and are biodegradable. They do not contain any optical brightener or bleaching agents. The products and procedures are blended to such an efficient extent that maximum protection of the environment is secured. In addition to this, modern wet-cleaning machines operate in a much more economical way, using much less water volume than the early machines and other conventional wet-cleaning procedures.

Gentle Care

In cleaning technology based on water, a revolutionary development has happened. The newly developed procedures combine innovative product combinations with fully automatic systems in terms of programmable washing machines and pump and dosing systems which enable complete control of the individual cleaning steps and wash phases. As a consequence the risk of damage to the textiles is very much reduced.

Operating and Cost – Efficiency

Traditional wet-cleaning systems are noted for increased finishing costs which makes wet-cleaning as opposed to cleaning in solvent seem uneconomic. By the introduction of modern textile finishing products, SEITZ wet-cleaning system 2.0 enables operating and cost efficiencies which have never before been reached in wet-cleaning.

Let's go down the new road!

The SEITZ Wet-Cleaning System 2.0, enables effective cleaning treatment of a wide variety of different textile articles such as delicate clothes, suits, coats made from natural and synthetic fibres and also those made from highly sensitive materials made from wool and silk.

This procedure prevents damage of decorative borders and trimmings which can consist of various materials as well as appliqués like pearls or sequins which might not be resistant to a cleaning process in harsh solvents.



Due to the special formulation of Viva Care, even delicate textiles which can usually never be treated in solvent can be cleaned and protected by the SEITZ gentle process.

Viva Care

Viva Care is a special liquid detergent for sensitive textiles.

Viva Care is ideally suited for the careful treatment of textiles made from wool, silk and viscose and is especially gentle despite its very high soil-removal action.

In the wet-cleaning process, the sensitive albumin and cellulosic fibres are much better protected from felting and shrinkage. The cleaning components of Viva Care become active at the lowest – even cold – temperatures.

Viva Care is free from chlorine, APEO, EDTA and NTA*. Its biodegradability is superior to the requirements of German legislation on detergents (Wasch- und Reinigungsmittelgesetz: WRMG).

Wet-cleaning 2.0 makes possible:

- Optimum textile care
- Colour protection and reduced felting
- Fresh odour and better cleaning results
- Reduced finishing and ironing work
- Biodegradable raw materials
- More personal safety and environmental protection

2. finishing – optimizing

garment shape after washing



Quick and simple:

➤ finishing

Viva Top

....'always in good shape'

Viva Top is a concentrated liquid size/retexturing agent for wet-cleaning by which the treated textiles are returned to their original shape.

Viva Top is suited for all kind of textiles. The product considerably improves ironing work and provides the textiles with a voluminous, silky handle and the most comfortable wearing properties. Silk and wool are protected from shrinkage and felting with long-lasting effect.

Viva Top can be added via dosing systems or the finishing chamber of suitable Continuous Tunnel Washer systems (CTW).

Viva Top is free from chlorine, APEO, EDTA and NTA. Its biodegradability is superior to the requirements of German legislation on detergents (WRMG).

- Reduced susceptibility to felting
- Prevention of colour bleeding
- Pleasant garment 'feel' in use
- Preservation of shape
- Significant reduction in ironing
- Textiles enhanced by a voluminous, silky handle
- Improvement of condition and enhanced fibre volume

Nowadays as constantly higher quality is demanded with least input of effort and resources, SEITZ have developed particularly efficient products with specific highly concentrated formulation. In addition, SEITZ-technicians have defined simplified procedures for automatic product dosage which enable a most effective cleaning performance.

Viva App serves as a fibre protection, anti-creasing finish and ironing aid which considerably reduces the ironing work. In the case of sensitive textiles, ironing is no longer necessary in very many cases.



Viva App

By using Viva App, the textile fibres are protected in a way which prevents soil and staining substances from penetrating deeply into the fabric and thus facilitates their later removal. In the drying process, Viva App offers targeted protection against felting.



Viva App is a highly active, liquid size/re-texturing agent, which has been developed specifically for treatment of outerwear.

Viva App provides the textiles with a soft, voluminous handle, an excellent smooth surface and revived colours. In addition, the textiles are given an antistatic finish.

Textile finishing is reduced by Viva App and very often there is no need for subsequent ironing.

Finishing at the highest level

3. bleaching disinfecting



Simply ingenious:



A disinfectant oxygen bleach which is highly active at lowest temperatures.

Viva Geniox

Viva Geniox is a highly active, liquid oxygen bleach and disinfectant. Bleaching is possible in cold solutions and reliable disinfection according to DIN/EN 1276/1650 (bactericide and fungicide) is possible at 40 °C.

Viva Geniox offers maximum fibre protection. It is very well suited for bleaching and disinfecting of textured and delicate, washable textiles.

Although Viva Geniox is active at very low temperatures, it is suited for all kinds of textiles and all temperature ranges.

By thorough washing and careful disinfection with Viva Geniox, microbes and germs are eliminated from the fabric and the textiles are freed from substances causing unpleasant odours.

- Active at lowest temperatures
- Reliable disinfection at 40 °C
- Optimum textile care
- Ideal for sensitive textiles
- Treatment of bleachable stains
- Maximum fibre protection
- Environmentally friendly by saving resources
- Biodegradable raw materials

4. Added chemical potency



➤ Spot and stain-removal

The Hydret product line includes pre- and post-spotting agents for efficient and careful removal of difficult stains.



Hydret 1

Hydret 1 is a spotting agent that is especially suited for quick removal of grease stains.

By using Hydret 1, other staining agents like paint, lacquer, adhesives, ballpoint colour smears, tar, nail polish, lipstick and similar substances can be removed quickly and simply.

Hydret 2

Hydret 2 is a spotting agent which is suited for quick removal of albuminous stains.

By using Hydret 2, other staining agents like blood, albumen, food residues, fish and meat gravies, dairy products, beer, chocolate, sweat, pigment soil, urine and similar substances can be removed quickly and simply.

Hydret 3

Hydret 3 is a spotting agent which is suited for quick removal of tannin stains.

By means of Hydret 3, other staining substances like coffee, tea, wine, carbonated coloured drinks, fruit juice, fruit, liqueurs, tobacco, grass, perfume, medicines and similar substances can be removed quickly and simply.

4. Added chemical potency



Difficult grease and albumin stains can be removed by wet-cleaning – and SEITZ have the correct solutions.



Maxx Spray

SEITZ **Maxx Spray** is a powerful, quick and effective stain-removal agent based on an innovative naturally active grease solubiliser and demonstrates this ability by its supreme grease-solubilizing power.

This spray can be used for all white and coloured textiles as e.g. on shirt collars and sleeves and leaves a pleasant fresh fragrance.

Maxx Spray can be used in wet-cleaning for local pre-treatment of particularly difficult grease and pigment soiling.

Maxx Spray is to be sprayed directly on the stain and should remain in contact from 10 to 15 minutes.



➤ Special Treatment

Viva Combi

Viva Combi is a highly concentrated grease and albumen solubiliser. The product has a particularly high capacity for dissolving grease and pigment soil.

Viva Combi has very good wetting and emulsifying capability and contains a highly active enzyme for removal of albuminous stains.

Process safety delivered by dosing technology

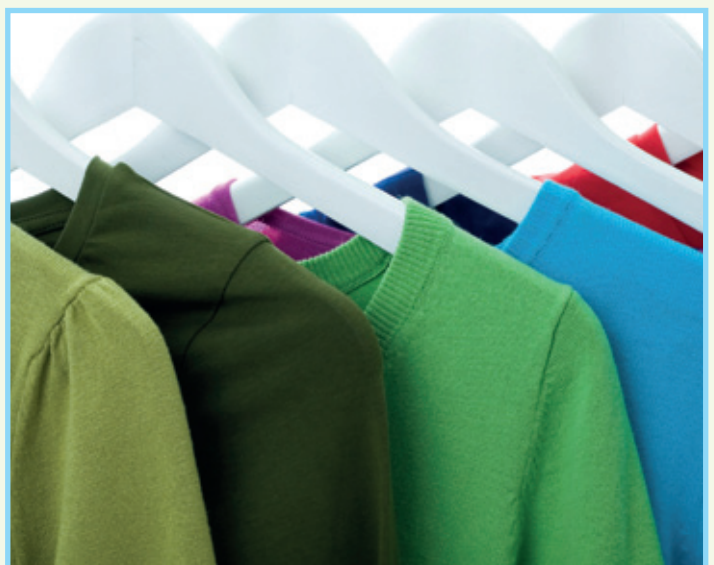
Even the best products cannot offer their full effect and performance if they are not dosed correctly or are introduced at the wrong time in the process. Particularly in wet-cleaning, textiles may suffer irreparable damage due to the lack of correctly dosed products.



Optimum dosage at the correct moment will save energy, money and give better results.

If the correct products are combined with a modern SEITZ dosing system, ideal conditions will be created for ecological and economic operation. Modern dosing systems enable precise product dosage at exactly the right moment. This ensures most effective and optimal use of these products.

For individual washer-extractors, the use of compact hose squeeze pumps with flush manifolds are recommended.



Competent professionalism in theory and practice



SEITZ – Advice and Service

When you make the decision to use SEITZ products, you will not only be working with a company that is merely supplying and selling products, you will be working with a company that provides first class technical and personal service to its customers. Our fully trained and qualified technical staff, as well as our skilled sales staff, invest their considerable professional knowledge, backed-up by their long years of experience in Professional Textile Care; a combination which makes working with SEITZ products and procedures pleasant and trouble free.

SEITZ – Best Evident Application Technology

We offer entire solutions for laundries as well as for wet and dry cleaners.



For the accurate dosing volume of our products, we supply the appropriate correct equipment from the large assortment of dosing pumps held in stock by our suppliers.

Our technical department is responsible for the design and specification of our custom-made solutions for your dosing requirements. Please do not hesitate to contact our Technical Department or your local Technical sales representative for further information.

SEITZ – Technical advice and training for your personnel

SEITZ offer training seminars for professional advancement and help to simplify operations, the safe handling of chemicals and for the avoidance of mistakes. In the Professional Advancement seminars, your staff will be trained to become well qualified professionals and will be certified by a final qualification test.



Seminars cover the following topics: Washing procedures, product input and dosage, hygiene and quality standards, fibre and fabric knowledge, care labelling, textile sorting, stain removal and complaint handling. All attendees will be kept advised of any relevant updates on all topics. New staff will be trained to a good competence level in the correct use of SEITZ products.

Please ask for our complete list of services and offers.

WE ARE AT YOUR SERVICE BY WORDS AND DEEDS!

Good to know:

We have available for you detailed information regarding the properties and use of our various products in form of technical leaflets (MSDS) and separate product brochures.

Our process application technicians and external technical sales staff will advise and assist you on the phone or at your site. In critical cases, we will be at your disposal for supporting you with detailed technical advice, textile inspection and investigation, or laboratory analysis.



Support

Benefit from the knowledge of our team ! Our competent national and international process application technicians will support you with their entire knowledge and know-how, regardless of whether this involves the correct and proper use of SEITZ-Products for technical innovations or for the optimization of your operations. Do not hesitate to contact us to arrange an appointment.



Laboratory

To gain important knowledge with a specialist team and by means of modern laboratory facilities, to create new products and to develop innovative procedures for progress, these are the main tasks of our laboratory. Professional competence and expertise, combined with solid fundamental research, enable us to continuously adapt our products to modern machinery and process technologies, to consider even the most exacting product requests from our customers and to guarantee supreme quality.



Technology

However, developing products is only one aspect of our wide array of technological and support functions. In order to satisfy economic and ecological requirements today, innovative ideas and constantly available technical assistance is indispensable. At SEITZ, we face up to this challenge by offering our customers the best service possible.

In our technical department, we do all that is necessary to reduce work for you: to simplify handling, to optimize operations and to reduce costs. In all our activities, safety of personal health and protection of the environment are of paramount importance.



Production

Raw material stock holding to meet the manufacturing needs of modern production plants ensures the quick, secure, safe and environmentally friendly production of high quality products. By means of a central electronic control system, the raw materials are added to the mixing tanks and all the chemical reactions are supervised. Consistent quality of our raw materials, their exact dosage as well as permanent attention to quality assurance these are the keys to our success.



International

SEITZ Products are used worldwide. In Germany alone, we service more than a thousand customers. Almost 50% of our products are exported. It is our objective to do more than merely supply products. We develop and sell concepts and entire solutions which open up a range of possibilities for our customers to consolidate and improve their business activities in today's market under severe competition while distinguishing themselves from their competitors.



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125
anniversary
1885 ... 2010 ... **plus**



Efficient and ecological cleaning in water

ENSURE SAFE USE OF BIOCIDES.
PRIOR TO USE OF PRODUCT, ALWAYS READ
THE RELEVANT PRODUCT INFORMATION!