Diversey

CLAX® Xcellence
Enhancing Guests and Users Experience
Our Life-Cycle Solutions can Increase linen lifetime by 30%

Consulting™

Buy → Collect → Wash → Dry → Finish → Use → Recycle

- Guarantee guest experience
- Ensure linen hygiene
- Extend linen lifetime
- Reduce carbon footprint - energy & water
- Support Corporate Social Responsibility (CSR)
Enhancing Guests and Users Experience

Performance
Sustainability
Competitiveness
Xellence Performance

- Soil Removal
- Whiteness
- Softness
- Water Quality Issues
- Rewash Control
- Hygiene standard
Xcellence in Performance
- 5-star whiteness and softness
- Excellent hygiene
- Fragrance re-activates when guests use their towels, enhancing the guest experience

Xcellence in meeting your sustainability goals
- Uses environmentally friendly products
- Optimizes linen life
- Reduces packaging waste and transportation
- Reduces carbon footprint

Xcellence in driving Operational Efficiency
- Handles challenging water conditions
- Manages tough stains
- Beats industry rewash standards
- Increases productivity
- Improves procurement process

Change to bed sheet
Performance

Xcellence in Performance

✓ 5-star whiteness and softness
✓ Excellent hygiene
✓ Fragrance re-activates when guests use their towels, enhancing the guest experience

Sustainability

Xcellence in meeting your Sustainability goals

✓ Uses environmentally friendly products
✓ Optimizes linen life
✓ Reduces packaging waste and transportation
✓ Reduces carbon footprint

Competitiveness

Xcellence in driving Operational Efficiency

✓ Handles challenging water conditions
✓ Manages tough stains
✓ Beats industry rewash standards
✓ Increases productivity
✓ Improves procurement process
Let’s drive Xcellence together
Our Signature CSRs
Together with hotels, we create shared value for local communities.

Soap For Hope™
Teaches at-risk communities to salvage the hotels’ soap and turn them into new soap bars.

Linen For Life™
Teaches how to convert discarded linens into ready-to-sell items.
Hotels can recycle their unwanted linens to help displaced people.

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