



Pro Formula



**YOUR GUIDE
TO POWERFUL
CLEANING**

Pro Formula

Foodservice and Hospitality





LEMON
CREAM PIE
CAKE 95,-

CRISPY
GARLIC
STICKS 55,-



Pro Formula
Cleaning



CLASSIC & MULTI SURFACE
EFFECTIVE & UNIVERSAL PRE-CLEANING
EFFECTIVE & UNIVERSAL PRE-CLEANING
LASER
RADIATION PROTECTED

750 ml e

Are you

READY FOR BUSINESS?

The Pro Formula product range combines the familiarity of a recognised brand with the professional cleaning power needed for the demands of a business.

Those demands can often cost a business valuable time and if not addressed correctly can cost a business its reputation and customer base.

Our Pro Formula products utilise over 50 years professional cleaning knowledge and experience from Diversey with one of the world leading laundry and surface cleaning consumer goods brands.

The range consists of products which target the truly professional needs of a business with professional formulations and in addition have the support tools and materials from Diversey through an end user portal. By giving you excellent cleaning results first time, every time, you can have the time and peace of mind to be able to focus on your core business such as serving your customers or guests.



Key Facts

CLEANLINESS MORE IMPORTANT THAN CUSTOMER SERVICE

Cleanliness is at the heart of providing customers with a great experience and creating a positive impression. Customers respond by giving better reviews and recommendations. But cleanliness is sometimes as much about what cannot be seen as it is the visible. This is especially true in kitchens because it creates the right environment for preparing food safely.

*Along with **good hand hygiene** supported by Dove hand wash, surface disinfection is the most important task because it eliminates and prevents the spread of bugs.*

*Cif 2in1 Kitchen Cleaner Disinfectant – EN1276 certified - is an effective cleaner that **protects** against a wide range of micro-organisms. Cif Power Cleaner Degreaser quickly dissolves grease and dirt from surfaces, equipment and utensils. Shiny metal surfaces also create a great impression. Cif Glass & Multi Surface is ideal for removing dirt, grime and finger marks in seconds with sparkling results. All of these products are non-perfumed to avoid tainting food.*

Customers appreciate **bright cutlery, crockery and glassware**. Sun Professional All in 1 Eco is an eco-labelled machine dishwashing tablet with built-in salt and rinse aid, giving outstanding results, even at low temperatures (55°C) and Sun 2in1 is a combined liquid detergent and rinse aid in one. Sunlight Professional hand dishwashing liquid is a neutral formulation that removes grease, dirt and dried on food.

Guests are also impressed by clean **chef's whites and linen** such as tablecloths. Surf White Professional Laundry Powder contains enzymes that are highly efficient stain removal ingredients providing excellent whiteness wash after wash. Persil Hygiene laundry detergent disinfects at 40°C and eliminates 99.999% of bacteria. Both offer outstanding performance on a wide range of stains and soiling.

For daily cleaning in toilets and bathrooms, we recommend Cif Professional 2in1 Washroom. This is ideal for **removing limescale, dirt and soap residue** while giving a sparkling result with a long-lasting fresh fragrance. Domestos Professional Toilet Limescale Removers longer-lasting thick formula quickly dissolves limescale and leaves behind a pleasant fragrance. It can be used as a standard daily cleaner or left longer for more effective descaling on porcelain and glazed surfaces.

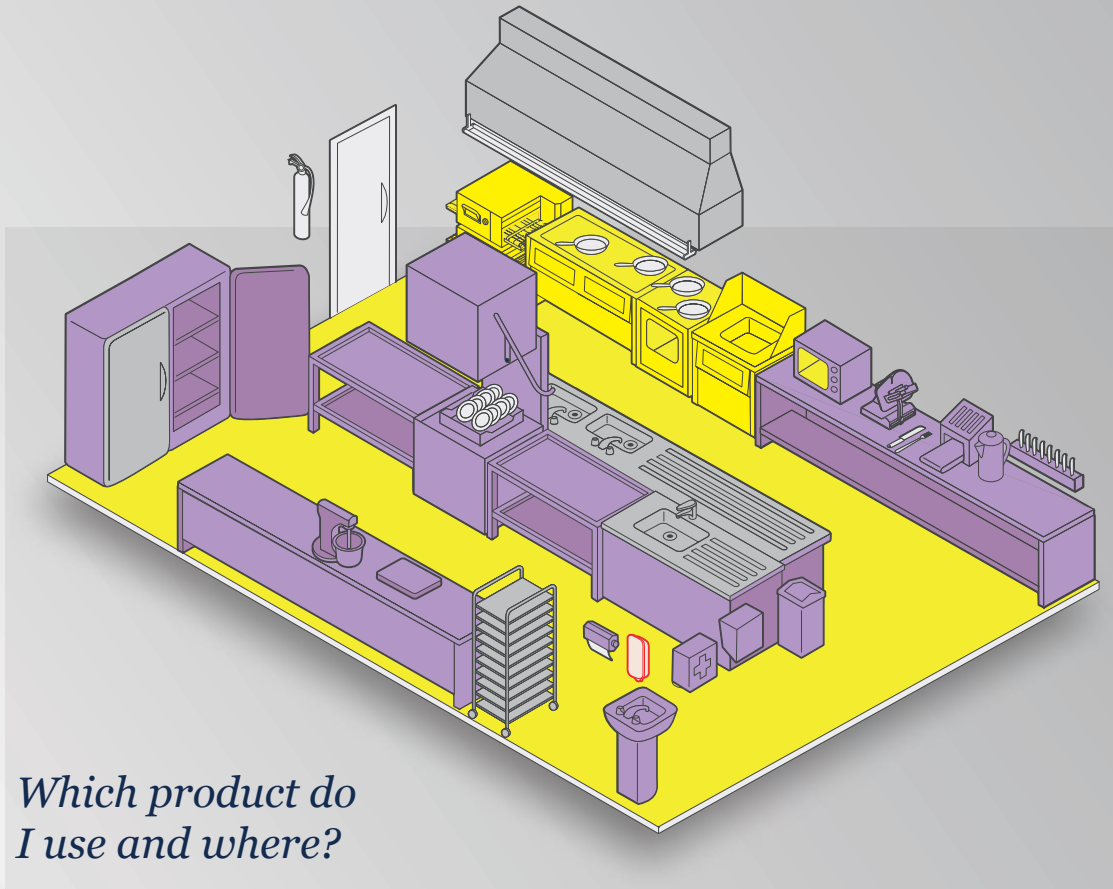
These and other products in the Pro Formula range are designed to get your **toughest cleaning** jobs done right first time and every time. That makes **a great impression** on your customers and guests and lets you get on with running your business and delivering excellent service.



Core Products

KITCHEN CLEANING

Pro Formula offers general as well as specialised kitchen cleaning products. These products will help you keep a kitchen hygienically clean.



Which product do I use and where?



**CIF POWER
CLEANER
DEGREASER**



**CIF STAINLESS
STEEL**



**CIF
MULTI-PURPOSE
WIPES**



**CIF ALCOHOL
SPRAY**



**COVID
APPROVED
DISINFECTANT
FOR ALL
AREAS**



**PRO FORMULA
SUPPORT
MATERIAL NOW
AVAILABLE
ONLINE**





Cif Alcohol Spray

Kills 99.99% of bacteria and viruses (including coronaviruses).

A ready-to-use disinfectant spray that can be used throughout the day to disinfect any hard surface areas (including food contact surfaces) as it evaporates, leaving no residue.

6 X 750ML
Code: 133863

EN
1276
APPROVED



Cif Power Cleaner Degreaser

Cif Power Cleaner Degreaser quickly dissolves grease and dirt. Perfume free and aluminium safe, it is suitable for most kitchen surfaces such as kitchen utensils, pots, pans, cookers, hoods, filters, floors, walls, doors and drains.

6 X 750ML
Code: 133864



Cif Stainless Steel Cleaner

Cif Stainless Steel Cleaner is perfume free and ideal for use on hard-surface areas around food. It removes dirt, grime and finger marks in seconds leaving behind a sparkling result.

6 X 750ML
Code: 133867



Cif Multi Surface Disinfectant Wipes

Cif Professional Wipes are the ultimate hard surface wipes providing sparkling cleaning results while killing 99.999% of bacteria and viruses. They are bleach free and the ideal product for those hard to reach areas. Easy to use and dispose of.

100pcs
Code: 133860



Core Products

WASHROOM CLEANING

The cleaning and maintenance of toilets, bathrooms and washrooms requires high standards of hygiene to be maintained. Pro Formula products will help keep your washroom hygienically clean.



Which product do I use and where?



**CIF WASHROOM
4 IN 1**



**CIF WINDOW &
MULTI-SURFACE**



**CIF CREAM
CLEANER**

**FOR
TOUGH
STAINS**



**DOMESTOS
URINAL BLOCKS**



**DOMESTOS
BLEACH ORIGINAL**



**PRO FORMULA
SUPPORT
MATERIAL NOW
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Cif 4in1 Washroom

Cif Washroom 4in1 is a combined washroom cleaner, descaler, disinfectant and deodoriser for all acid resistant hard surfaces in washroom areas. It kills 99.99% of enveloped viruses (incl. coronaviruses) in 60 seconds and eliminates 99.999% of bacteria in 5 minutes.

6 X 750ML
Code: 133862



Cif Window & Multi-Surface

Cif Window & Multi-Surface cleaner quickly removes grime and grease to leave behind streakfree shine in seconds. Ready to use on windows and interior surfaces including mirrors, tables and other hard surfaces.

6 X 750ML
Code: 133865



Cif Professional Cream

A versatile cream cleaner which gives excellent performance on tough stains without damaging delicate surfaces such as enamel and paintwork. It contains micro-granules which will not scratch or damage sensitive surfaces.

6 X 2L
Code: 133866



Domestos Urinal Blocks

Urinal blocks are water soluble tablets with a fresh fragrance and suitable for use in all urinals. Effectively masks the smell of urine and comes in a handy water-resistant bucket with re-sealable lid.

1 X 3KG
Code: 18766



Domestos Original Bleach

Domestos is a versatile product to kill all known germs as well as viruses. For toilets, waste bins, sinks and drains.

9 X 750ML
Code: 89075

4 X 5L
Code: 1818

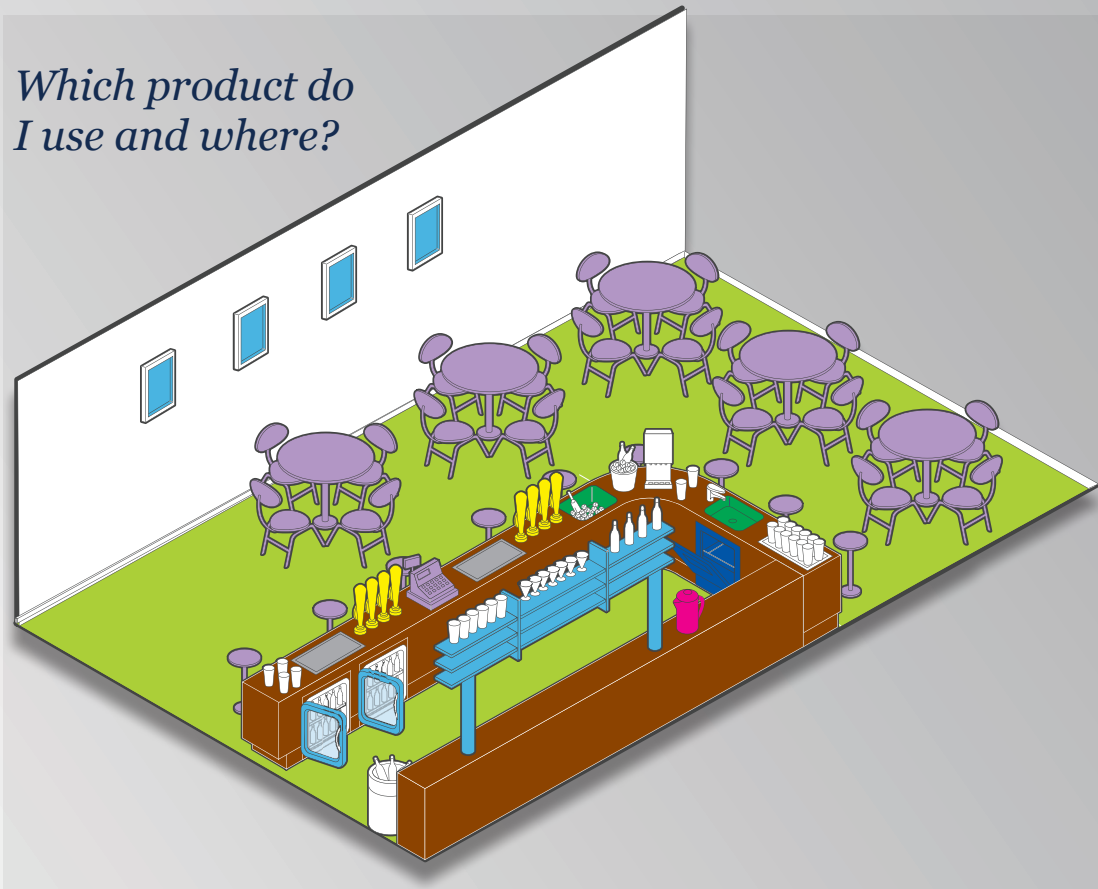


Core Products

ROOM CLEANING

Pro Formula products aid general cleaning including keeping tables, surfaces and floors clean.

Which product do I use and where?



CIF WINDOW & MULTI-SURFACE



CIF OXY-GEL OCEAN



CIF MULTI-PURPOSE WIPES



CIF STAINLESS STEEL



CIF ALCOHOL SPRAY

COVID APPROVED DISINFECTANT FOR ALL AREAS



PRO FORMULA SUPPORT MATERIAL NOW AVAILABLE ONLINE



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Code: 133863

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1276
APPROVED



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6 X 750ML
Code: 133865



Cif Oxygel All Purpose Cleaner Ocean

Cif Professional Oxygel with Active Oxygen is a detergent for floors and washable surfaces. During use, the active oxygen develops micro-bubbles, which help in lifting up the dirt, and the gel removes it easily and quickly. The result: deep down cleanliness and purity you can feel.

2 X 5L
Code: 133861



Cif Stainless Steel Cleaner

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6 X 750ML
Code: 133867



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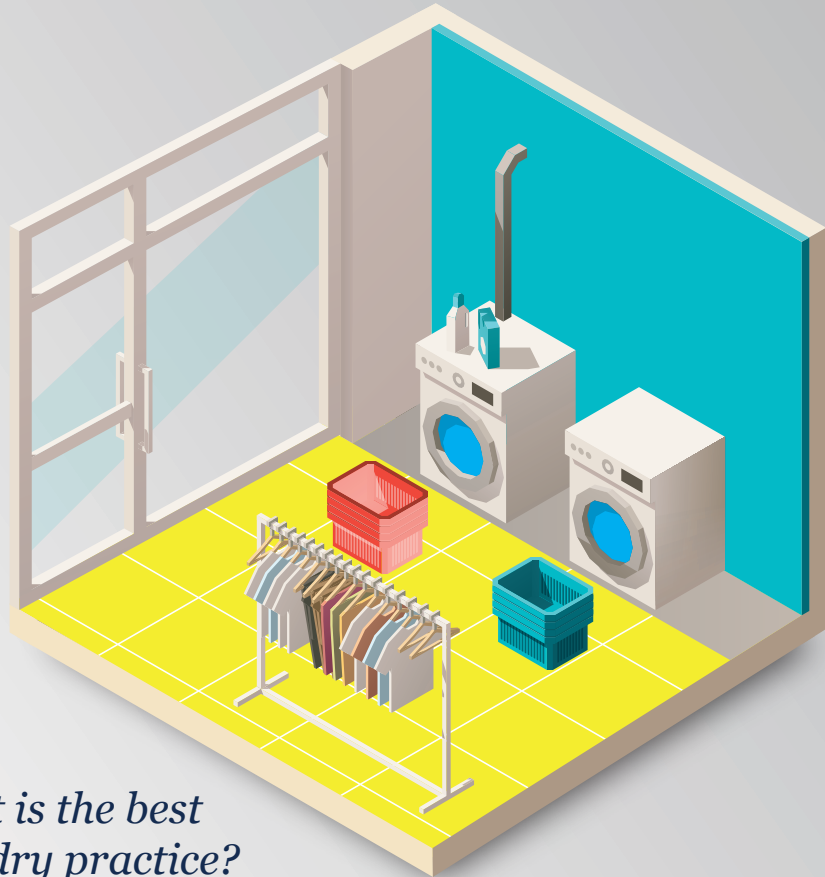
100pcs
Code: 133860



Core Products

LAUNDRY

Presentation is key, make sure laundry is stain free, is protected to last longer and presents your business in the best way possible



What is the best laundry practice?



PERSIL ADVANCE



PERSIL BIO



PERSIL NON-BIO







Persil Advance

Persil Advance is a main wash detergent especially developed for the professional user for excellent stain removal. Effectively removes tough dirt and prevents greying of linen. With enzymes for powerful stain removal.

1 X 90 WASH
Code: 104479



Persil Non Bio

Improved Persil Non-Bio cleans tough stains even in a quick wash. Contains booster technology to remove stains and keep whites white but does not contain enzymes.

Dermatologically tested, suitable for sensitive skin.

1 X 97 WASH
Code: 88244



Persil Bio Powder

With an improved and long lasting fragrance, Persil Bio contains wash booster technology which removes stains such as mud, grass, grease and oils, giving you the best stain removal even on quicker and cooler wash programmes.

1 X 97 WASH
Code: 88244



Pro Formula training programme

Free to download on www.proformula.com

Wall Posters

Handy poster for quick viewing



Step-by-Step Cleaning Cards

Easy methods to follow



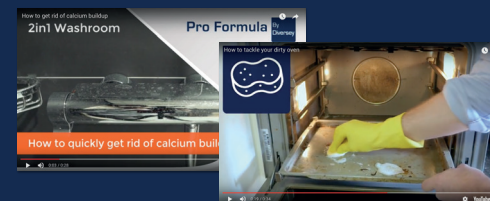
ProCleaning Guides

Required Cleaning products by area



"How to" Videos

The easiest way to see how a product works



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ONLINE**

*A Professional
relationship*

DIVERSEY & UNILEVER

The relationship between Unilever and Diversey spans over 50 years and has been renewed in 2018 to extend for a further 10 years globally, showing significant commitment from both businesses in working towards the future together. The combination of the two companies provides businesses with the highly trusted and recognised brands of Unilever such as Persil, Surf, Comfort, Domestos, Sun, Sunlight and Cif and the indepth

knowledge of cleaning solutions, support and training for the professional market from Diversey. The Pro Formula range has been developed with formulations specifically designed to meet the demands of a professional business, which differ from domestic cleaning requirements. This range is not available in retail and offers easy to access online support material including cleaning guides, how to videos and safety data sheets.



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Pro Formula

Diversey



Visit www.proformula.com

for more information of the full offer for foodservice and hospitality. Register your details to get our newsletter and the opportunity to try our products as a brand ambassador.

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