

Yo launderers!
Everybody loves fresh, clean, fluffy towels.
But it can be a fight to keep 'em that way.
We're up for the challenge...
Remember, it ain't over 'til it's over.

ROUND I. HARD WATER & RESIDUAL ALKALI

Seconds out. Hard water's a tough opponent. If your detergent isn't well-built then it won't be long before towels start to lose colour and softness. Likewise, if you can't remove residual alkalis at the end of the process the softness will soon be knocked out.

What's can'ts? There ain't no can'ts!

ROUND II. TOUGH BODY SOILS

If an inadequate process is used together with a detergent that just can't handle itself against tough body soiling you'll end up with a foul smelling, unhygienic stained towel. Ineffective removal of protein soils results in bacterial build up that causes bad odour and even mildew! No sweat for Ideal. Take our advice: when choosing a pro laundry detergent... **be a thinker not a stinker!**

ROUND III. THE RIGHT SPA PARTNER

Spa oils often contain biocides that don't react well to the use of chlorine based oxidising agents, resulting in yellow stains. A good product mix should be able to emulsify and take out that oil completely.

IDEAL. TAKING IT TO THE CLEANERS SINCE 1980.

We're here this new year to help get your towels in shape, with our simple plan:

1. Use **Professional Plus (Pp)** as your main detergent. This British-made powder has the big-time guts necessary to be a hero. Crowned champion in the 'Best Product 2016' category at the *Laundry & Dry Cleaning Awards 2016*, it will take on all-comers.
2. Follow with **Premium Emulsifier (Pe)** to combat heavyweight oils and grease.
3. Finish the combo with **Soft Sour (Ss)** to leave towels clean, fresh, soft and just the right pH to avoid harshness on the skin.

Now get up 'cos Ideal loves ya!

Call 01933 681 616 mail hello@idealmanufacturing.com
or visit www.idealmanufacturing.com

