

Detergents



A Henkel Company

A. Purex® Natural Elements™ Ultra Concentrate

100% natural cleaning ingredients deliver the same cleaning benefits as regular detergents—tough on dirt and stains. Biodegradable formula includes bicarbonate, naturally softened water, natural thickener and natural fragrance extracts. Hypoallergenic and dye-free. DfE Certified. Linen & Lilies™ fragrance. 100-oz. bottle; 64 loads. 4 bottles per case.

DIA 06054 ● **Case**

B. Purex® Ultra Concentrate

Half the size of regular Purex® detergent, but does the same number of loads! Two times concentrated; requires only half the dose. Formulated with Pure Clean Technology™ for whiter whites and brighter colors. Helps prevent dinginess. Enhanced blend of surfactants and builders performs well in all temperatures and leaves clothes with a fresh, clean scent. Color Shield® protects colors from fading. Biodegradable; no phosphates. 4 bottles per case.

No.	Size	Loads	Case
DIA 05014	150 oz.	96	
DIA 04790	100 oz.	64	

C. Ultra Purex® Powder Detergent

Advanced formula gets clothes really clean with a pleasant fragrance that leaves clothes smelling fresh. Features Color Shield® Technology to keep whites white and colors bright by neutralizing chlorine in the wash water. Works in all temperatures. Biodegradable; contains no phosphates. 106-oz. box. 3 boxes per case.

DIA 01837-10 **Case**

D. Borateem® Chlorine-Free Color Safe Powder Bleach

Improved formula helps keep clothes looking newer longer by whitening whites, brightening colors, removing stains and fighting dinginess. Advanced stain remover. Color Seal® helps prevent fading. Works well in all temperatures. Uses biodegradable cleaning agents. Advanced lightweight formula in same five-gallon pail is three times lighter, yet still washes 160 loads. 5-gallon pail.

DIA 00145 **Pail**



E. Dynamo® Action Plus Industrial-Strength Detergent

Contains special builders for enhanced removal of stains and dirt. NSF/ USDA Classification B1. 5-gallon pail.

PBC 04909 **Pail**

F. Fresh Start® Powder Detergent

Compacted concentration with no fillers for powerful cleaning action. Unique low-sudsing formula for clean rinsing. Easy to pour and measure from the bottle. Cleans in all water temperatures. Safe for use on all washable fabrics. 4.14-lb. bottle. 6 bottles per case.

PBC 05267 **Case**

G. Fab® Spring Magic 2X Liquid Detergent

Effectively cleans the whole wash – leaving whites sparkling and colors vibrant. Leaves a fresh fragrance on dry laundry. Contains no phosphates. Biodegradable surfactants. Two times concentrated formula cleans the same number of loads with half the dose. 50-oz. bottle. 6 bottles per case.

PBC 37051 **Case**

H. Dynamo® 2X Ultra Liquid Detergent

Mighty cleaning power in a time-tested formula. Two times concentrated formula cleans the same number of loads as regular detergent with half the dose. 100-oz. bottle. 4 bottles per case.

No.	Description	Case
PBC 48110	Sunrise Fresh Fragrance	
PBC 48116	Free & Clear*	

*No dyes, perfumes or enzymes