

## **New hygiene solution from CWS: CWS PureLine impresses with impeccable hygiene, timeless design and smart features**

- **CWS PureLine is the new 16-piece hygiene solution that combines timeless design and ease of use for hygienically clean washroom experience**
- **The hygiene expert's service model offers flexibility and safety for washroom operators**
- **Sustainability: EU label certifications for soap and paper products used**
- **Smart sensors and IoT connectivity will drive efficiency of the digital washroom in the future**

**Duisburg/Dreieich, 1 February 2022** - CWS Hygiene is a leading expert in the field of hygiene solutions and provides holistic advice to its customers in all matters - from equipping a washroom to total solutions for buildings. The CWS PureLine is part of the hygiene solutions and the new hygiene product dispenser line. Consisting of 16 inter-combinable solutions, from contactless dispensers for soap, hand care and disinfection to cloth towel rolls, the portfolio includes all essential hygiene products for a well-equipped washroom. The new product line impresses with its timeless and modern design. Targeted icons on the products indicate the correct use of the hygiene products for users. Clean filling mechanisms and a definite colour cap system simplify on-site management for staff. In addition, intelligent IoT technology is already installed in the CWS PureLine, which will allow digital linking and operation of the washroom in the future. The products are offered in three timeless colours. The new soaps are assessed by ECARF and certified with quality seal as being particularly suitable for people with sensitive skin and suffering from skin allergies. On the basis of these test results, the skin tolerance of said products is thus classified as excellent. Furthermore are all offered paper products FCS and EU Ecolabel certified. The launch on the German market will start at the beginning of February.

**Velina Allerkamp, Chief Divisional Officer CWS Hygiene**, says about the new CWS PureLine: "As hygiene experts, we offer our customers holistic solutions: From individual solutions to complete equipment, everyone can find what they are looking for. With the CWS PureLine we take hygiene to the next level and make hygiene attractive! The name says it all: it has a puristic and modern design. We designed a smart, hygienic and visually very appealing product line that impresses with its timeless design and high-quality elements. The dispenser line can be used in any washroom, from nurseries to hotels and from industrial settings to public buildings. Through our service model, the dispensers used are maintained and by this long living and sustainable. With intelligent IoT technology inside the dispensers, the washroom can be operated digitally later in the year. In the future, the IoT connection will make it possible to see, among others, the fill level of the dispensers in real time and monitor the consumption. This saves

unnecessary extra work in busy washrooms, which is an economically measurable factor." 2/3

### **CWS PureLine – pure sustainability**

CWS' entrepreneurial guiding principle of offering products in a service and rental model and thereby optimising individual product cycles and extending life cycles is also applied to the CWS PureLine. The dispenser line corresponds to the sustainable principle of CWS' actions *Think Circular*.

The CWS PureLine is primarily produced in Europe and offered exclusively with EU Ecolabel certified consumer products. Soaps and disposable papers are certified accordingly. The towel dispensers with sustainable fabric towel rolls are, as usual, made of sustainably sourced cotton. **Velina Allerkamp**, says about the sustainable orientation of the product line: "In addition to the certified consumer products, the complete usability of the consumables was important to us. Our soaps on offer can be used without any leftovers in the packaging. Moreover, almost all the dispensers are optionally available as "non-touch" versions. So there is no need to touch the product during the hand washing and drying process, which again is very hygienic."

### **Sustainable service**

As a service provider of sustainable solutions in the areas of hygiene, workwear and fire safety, CWS fundamentally operates in efficient material cycles. From product development and material procurement to washing processes and service logistics, all company divisions work to slow down, reduce and close recycling cycles. The overriding goal is always to preserve resources. To this end, CWS develops products that are made of sustainable materials and at the same time are durable, repairable and recyclable. "The advantage of the service model is that our service takes care of the maintenance. This means that the product life is extended through repair and is therefore more sustainable than purchasing," says **Allerkamp**.

**About CWS**

With innovative, sustainable and digital rental solutions, CWS contributes to a healthier and safer tomorrow. The CWS range is divided into products and services in the areas of Hygiene, Floor Care, Workwear, Fire Safety, Cleanrooms and Healthcare. With its service model, the company follows the idea of circular economy in all areas: Materials are reduced, reused and recycled in a resource-saving manner. CWS summarises this understanding of sustainability and all associated activities under one central guiding principle: Think Circular!

CWS is a brand of CWS International GmbH and its subsidiaries. The group currently employs around 11,000 people in 15 countries. In 2020, the company generated a turnover of 1.242 billion euros. CWS International GmbH and its subsidiaries are owned by Franz Haniel & Cie. GmbH.

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