

# SURE<sup>®</sup>

THE SAFE CHOICE FOR EFFICACY

## The power of nature for safe & sustainable cleaning





Be **SURE** with natural cleaning products  
that provide safety and sustainability  
without compromising performance.





## The Power of Nature

SURE® is a comprehensive offering of plant-based, 100% biodegradable\* cleaning products designed to deliver superior professional results while being safe for people and kind to the environment. With environmentally-friendly ingredients from renewable resources, SURE products meet all your daily requirements for kitchens, facilities and personal care.



## For Safe and Sustainable Cleaning

SURE cleaning solutions deliver the cleaning performance you need to protect the health and well-being of your guests and employees, while enhancing your brand reputation.

The plant-based ingredients contained in SURE products are typically derived from by-products of the agro-food industry, originating from sugar beet, maize, straw bran, wheat bran and coconut. The products contain no artificial dyes, perfumes, quats, chlorine, phosphates or oxide compounds, and are formulated to achieve the lowest hazard classification without the need for gloves and goggles during cleaning\*\*.

## From the Experts You Trust

Diversy's purpose is to protect and care for people every day. Diversy has been, and always will be, a pioneer and facilitator for life. We constantly deliver revolutionary cleaning and hygiene technologies that provide total confidence to our customers across all of our global sectors, including: cleaning products, systems and services that efficiently integrate chemicals, machines and sustainability programs. This makes us unique among leading global hygiene and cleaning companies. Everything we do has our customers' needs at its heart and is based on the belief that cleaning and hygiene are life essentials. With over 94 years of expertise, we safeguard our customers' businesses, contributing to productivity improvements, lower total operating costs and brand protection.





## Naturally and Simply Effective

SURE represents Diversey's global commitment to providing professional cleaning products that meet your strict demands for efficacy, together with respect for the environment and human health.

All products use plant-based formulas to create a complete assortment of environmentally-friendly cleaning products that work. Formulas meet typical eco-certification criteria and, where applicable, products are EU Ecolabel certified (pending).\*\*\*

Superior performance is guaranteed by rigorous testing, and is based on Diversey's expertise and global experience in developing market-leading cleaning solutions.

SURE products are safe and easy to use, and do not require special user training. Mini user-guides and simple, color-coded labels help ensure correct product use.

### Be Assured

#### Practice sustainable and effective cleaning

- Higher guest and employee satisfaction
- Enhanced brand reputation
- Consistent cleaning performance

#### Achieve easy and efficient results

- All you need for daily cleaning and personal care
- Color-coded labeling
- Minimal training required

#### Protect your employees and the environment

- All designed for lowest hazard classification
- No need for gloves or goggles during cleaning\*\*
- No hazardous ingredients

\* Based on an independent OECD 301B assessment

\*\* Except oven cleaning with neat product

\*\*\* Some product classes are not covered by EU Ecolabel scheme











### SURE Hand Dishwash

Concentrated hand dishwashing liquid for cleaning pots, pans, crockery, glass and all washable utensils.



5L



### SURE Interior & Surface Cleaner

Concentrated all-purpose detergent for cleaning hard surfaces, such as floors, walls, doors, ceilings and general equipment. Can also be used in food premises.



5L



1.4L



### SURE Cleaner & Degreaser

Concentrated heavy-duty degreaser for cleaning all heavily soiled surfaces in the kitchen, such as equipment, cooker hoods, cooker tops and tables. Also suitable for heavy-duty cleaning of floors and for top stripping.



5L



1.4L



### SURE Descaler

Concentrated acidic cleaner for removal of lime scale from kitchen equipment and utensils, and for descaling of dishwashing machines.



1L



5L



### SURE Glass Cleaner

Ready-to-use spray cleaner for streak-free glass cleaning.



750ml



### SURE Grill Cleaner

Detergent suitable for daily cleaning of heavily soiled surfaces, such as ovens, grills and salamanders.



750ml





### SURE Cleaner Disinfectant

Detergent disinfectant for the cleaning and disinfection of all surfaces in food premises. Product available in a concentrate and Ready-to-use.



5L



1.4L



750ml RTU



### SURE Washroom Cleaner & Descaler

Concentrated and highly-effective product for daily and periodical cleaning of water-resistant hard surfaces in washrooms.



5L



1.4L



### SURE Toilet Cleaner

Ready-to-use, heavy-duty cleaner for effective removal of lime scale and other deposits from toilet bowls and urinals.



750ml



### SURE Floor Cleaner

Concentrated, low-foaming daily cleaner for all water-resistant hard floors. Recommended for all cleaning methods, including bucket and scrubber drier applications.



5L



1.4L



### SURE Hand Wash Free

Gentle and effective hand wash without perfumes or dyes.



500ml





Diversey has been, and always will be, **pioneers** and **facilitators for life**.  
We constantly deliver **revolutionary** cleaning and hygiene technologies that  
provide **total confidence** to our customers across all of our global sectors.

For more information, visit [www.diversey.com](http://www.diversey.com) or follow us on social media.

©2020 Diversey, Inc. All Rights Reserved. 83830 en 03/20

