



# BUSINESS PLAN 2024

## HOME CARE



### FOCUS ITEMS

#### **Peractive AC White/Blue (COUNTERFEITERS TAED WHITE/BLEU, POLYORGANIC; TAED WHITE/BLEU, QUIMISA; MYKONTM TAED, LUBRIZOL):**

- Known in the market as TAED, it has high cleaning performance e stain remover. It is a catalyst for sodium percarbonate, which, upon contact, releases peracetic acid, a highly reactive bleaching antimicrobial agent. It effectively removes stains from colored fabrics without damaging them, promotes whitening, and provides high disinfection power for dishes. PERACTIVE® AC TAED can be effectively used to kill bacteria, fungi, and viruses. FOCUS ON COUNTERFEITERS

#### **Weylclean SAS 60:**

- Strong yet gentle at the same time, it is a biodegradable anionic surfactant, compatible with enzymes and oxidizing components such as hydrogen peroxide and sodium hypochlorite. High performance without harming the skin and sensitive materials.

#### **WeylWeylclean SKS-6 GR (COUNTERFEITERS NABION 26, POLYORGANIC):**

- Sequestrant and anti-redeposition agent, replacing sodium tripolyphosphate, ideal for use in bleach powder formulations and dishwasher detergent powder, WeylClean® SKS is safe for consumers and the environment, with a favorable ecological profile. Sustainable alternative to o Sodium tripolyphosphate. Exclusive for use in powdered products. FOCUS ON COUNTERFEITERS

### BUSINESS DEVELOPMENT TEAM OPPORTUNITIES (INOVAÇÃO)

#### **Weylclean FDO XP**

### TOOLS

#### **Presentations:**

- 1.WeylClean SAS - New applications
2. Hygiene with Peractive grades
3. PPT HC Weylclean SAS
4. PPT HC\_Weylclean SKS
5. Peractive AC\_Workshop Goiânia
6. WeylChem products for ADW



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### CTD prototypes:

1. Stain Remover Powder Code HH 1.180823.ctd  
(Peractive AC Blue)
2. Stain Remover Stick Code HH 2.250423.ctd  
(Weylclean SAS 60)
3. Premium Laundry Detergent Code HH 6.180122.ctd  
(Weylclean SAS 60)
4. Dishwasher Powder Detergent Code HH 4.100123.ctd  
(Peractive AC Blue and WeylClean SKS 6)
5. Liquid Dishwasher Detergent Code HH 2.110123.ctd  
(WeylClean SAS 60)
6. Bathroom Cleaner Code HH 4.040223.ctd  
(Weylclean SAS 60)
7. Chlorine Gel Cleaner Code HH 1.270423.ctd  
(WeylClean SAS 60)
8. Surface Cleaning Wipes - HH 1.161020.ctd  
(WeylClean SAS 60)
9. Multipurpose Cleaner Code HH 1.230223.ctd  
(WeylClean SAS 60)
10. Food Disinfectant Code HH 1.170223.ctd  
(WeylClean SAS 60)
11. Fruit and Vegetable Detergent AFLV Code HH 2.200323.ctd  
(WeylClean SAS 60)
12. Abrasive hand soap - mechanical Code HH 5.040223.ctd  
(Weylclean SAS 60)

### SALES TEAM FOCUS

- Stain Remover
- Stain Remover Stick
- Abrasive Degreasing Gel
- Baby Laundry Detergent
- Enzymatic Detergents
- Peroxide-based Bleaches
- Chlorine-based Bleaches
- Manual Dishwashing Detergent
- Powder detergent for automatic dishwashers
- Sanitizing Tablets/Gel/Bar