

SWIPE WHITE

SUPER-CONCENTRATED LAUNDRY DETERGENT

BENEFITS

SUPER-ACTIVE	Because SWIPE WHITE contains NO FILLERS, every ingredient is 100% active. Experience has shown that the more one uses the product the better the results. The absence of fillers (silica or salt) eliminates any corrosion, damage to fabrics, or blockages in the outlet of the washing machine. When no residue left in the clothes, makes for easier ironing.
CONTAINS NO HARMFUL SUBSTANCES	It contains no bleaches, peroxide, or caustic substances which rot clothes and corrode washing machines. It does not contain Enzymes. Enzymes are living cells, and work by literally devouring organic soils. It is not surprising therefore, that they have a tendency to attack the skin and respiratory systems of the users.
SAFE	Safe enough even for babies' nappies! It is safe for clothing, the washing machine and the environment. It is non-allergenic, and is therefore excellent for those who have sensitive skins, or for asthma, hay-fever or eczema sufferers.
COMPETITIVE POSITION	Regular surveys have been carried out to compare the prices of detergents and invariably it has been established that SWIPE WHITE is one of the most economical soap powders on the market. An additional saving is that less water is required in the rinsing process.
SUITABLE FOR ANY WASHING METHOD	It is a low foam, micro powder. Suitable for twin tubs, automatic machines, pre-soaking or hand washing. Effective in cold, warm, hard or soft water.
ECONOMIC FACTOR	One Kilogram will give more than 60 Washes in a soft water area.

HOW TO USE

- Clean the machine, by doing a dummy run. Add one measure of Swipe White. Let it go through a washing cycle. Where there is a bad build up substitute one measure of Swipe Crystal.
- Spray Collars and cuffs or stains with a heavy solution of SWIPE, then rinse. If the marks are fruit based, spray with a medium solution of SWIPE BRITE, leave to soak and then rinse before putting in the Washing Machine.
- Sort the washing. Also ensure that NATURAL and SYNTHETIC items are not in the same wash. Synthetics become static and absorb any dirt.
- DO NOT use in conjunction with bleach.
- The recommended quantity needs to be increased in hard water areas. A few drops of SOMETHING ELSE helps to minimise the hardness of water.
- Do not overload and rinse well.

QUANTITIES	AUTOMATIC MACHINES AND TWIN TUBS	4 - 5 Kg. load - 1 level measure	6 - 7 Kg. load - 1 1/2 level measures
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MAIN ACTIVE INGREDIENTS

- SURFACE ACTIVE AGENTS** Penetrate and remove both greasy and non-greasy soils, and chemically break down stains.
- OPTICAL BRIGHTENERS** One for synthetic and one for natural fabrics. These enhance the appearance of fabrics.
- BIODEGRADABLE** Therefore safe in Septic Tanks, after washing.
- WATER CONDITIONERS** These counteract the hardness and minerals in water, which can affect the activity of the Surfactants.
- SUSPENDING AGENT** Holds all dirt in suspension. Most dirt is insoluble and needs to be suspended until it is removed.
- LIGHTLY ALKALINE** Causes the fibres to open enough to allow ingrained dirt to be removed. It has a BUFFER which ensures that it operates at a safe Alkaline pH.
- ANTI-STATIC properties.**