

# SURE<sup>®</sup>

Circular by Nature

## Seriously Clean

Sustainably Green



# Seriously Clean      Sustainably Green

It's easy to get confused with all the green solutions available on the market - efficacy, cost, compliance, there is so much to consider. However, the quest is simple: meet your sustainability targets, while caring for your employee's safety and ensuring cleaning standards are maintained.

## We've got you covered

The complete SURE professional cleaning range enables you to change to a more sustainable future and upgrade your cleaning without affecting efficacy, time and costs. SURE is designed for circularity to allow you to reduce the amount of resources you take from nature whilst limiting the impact on the environment at the same time - Over and over again, every day. Because that is what circularity is all about. Superior performance is guaranteed by rigorous testing, Diversey's expertise and global experience in developing market-leading cleaning solutions. We understand the cleaning challenges you face every day, and we care deeply about improving people's lives with sustainable and effective professional solutions. With nearly 100 years of experience and a global footprint in 175 countries, we know our business, and we understand yours.

In a world where increased demand is placing a strain on the planet's natural resources, being part of the solution becomes important to us all.

SURE is our 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. Our products are free from artificial dyes, perfumes, quats, chlorine, phosphates or oxide compounds and are formulated to achieve the lowest hazard classifications.

The plant-based ingredients are derived from byproducts of the agro-food industry, originating from sugar beet, maize, straw bran, wheat bran and coconut. This means we don't use land or energy to grow products, **we simply re-use resources that would otherwise go to waste.**

SURE products are Cradle-2-Cradle \*\* certified at Gold level and EU Ecolabel certified by independent parties to allow maximum compliance with tender requirements throughout Europe.

Packaging is made of **up to 100% post-consumer recycled plastic** and when that is not possible without compromising quality or safety, SURE products are available as concentrates in closed systems so you can save up to 98% of packaging vs ready-to-use! Refillable packaging and spray bottles can be re-used over and over, while climate-smart solutions like Divermite, SafePack and Revoflow can help reduce your carbon footprint.

\*Based on an independent OECD 301B assessment

\*\* SURE Machine Dishwash Detergent Cradle to Cradle Material Health Gold





# Let SURE help you be part of the solution

## For your brand:

- Cleaning & hygiene **results your customers and guests expect**
- **100% biodegradable**<sup>1</sup> and made from renewable<sup>2</sup> sources
- Assist you in your certification goals
- **Enhance your brand reputation**

## For your operations:

- Products that are **safe and easy to use**
- Dosing and dispensing systems mean **controlled costs**, with no over or under dosing
- Designed for lowest hazard classification and **highest safety**

## For your people:

- Formulated without ingredients that can negatively impact human health
- No need for gloves or goggles<sup>3</sup> making cleaning easy and simple
- Simple, clear labels and user guides **simplify training**

1 Based on an independent OECD 301B assessment

2 Independent ASTM D6866 assessments

3 Except when handling neat oven/grill cleaner, concentrated cleaner disinfectant or machine dishwash detergent

If you want to know more about why SURE is unique please

Click here



Plant-based



Effective



100% Biodegradable\*



Precise dosing



Vegan



Renewable resources



Up to **100%**  
Recycled plastic

\*Based on an independent OECD 301B assessment

# Wide range of daily cleaning applications

SURE represents Diversey's global commitment to providing professional cleaning products that meet your strict demands for efficacy, together with respect for the environment. The range aims to continuously deliver the most forward looking, sustainable & caring cleaning solutions.

## SURE Cleaner Disinfectant

Plant based cleaner & disinfectant without fragrance and dye, suitable for cleaning and disinfection of all surfaces in food premises / hotel room table tops, cups, glasses.



## SURE Washroom Clenaer

Plant based & 100% biodegradable cleaning product for all water resistant hard surfaces, such as tiles, porcelain, etc. in washroom and toilets.



## SURE Cleaner & Degreaser

Plant based cleaner & degreaser, for cleaning of all heavily soiled surfaces in the kitchens like countertops, stovetop and kitchen appliance surfaces.



## SURE Hand Dishwash

Plant based cleaner, concentrated hand dishwashing liquid in a pouch for cleaning of pots, pans, crockery, glass and all washable utensils.



## SURE Floor Cleaner

Plant based cleaner, concentrated low-foaming daily cleaner in a pouch for all water-resistant hard floors.



## SURE Interior & Surface Cleaner

Plant based cleaner, concentrated all-purpose detergent in a pouch for cleaning of hard surfaces (also in food premises) and is suitable for floors, walls, doors, ceilings and general equipment.



\* Use biocides safely. Always read the label and product information before use.



# SURE<sup>®</sup>

Circular by Nature

24 Bancroft Crescent, Glendene,  
0602 NEW ZEALAND

**Customer Service:**

**0800 803 615**

**[customerservices.nz@solenis.com](mailto:customerservices.nz@solenis.com)**

At Diversey, a Solenis company, we provide cleaning, hygiene and infection prevention solutions for the hospitality, food service, healthcare, beverage, and processed food and dairy markets. Our services, specialty chemicals and digital solutions enable our customers to create cleaner and safer environments, conserve natural resources, reduce water and energy use, and minimize waste. Together, we are building a healthier and more sustainable world.

These materials are provided for general information purposes only and do not replace each user's responsibility to assess the operational, legal and other requirements applicable to each facility. © 2025 Solenis. All logos and trademarks are owned by or licensed to Diversey, Inc. © 2025 Diversey, Inc. (ANZ269 - 19082025)

