

# Aditya Renewtech

HOME CARE PRODUCTS



- ✧ Experience the Power of Enzymes
- ✧ The Better way to clean your home.

## CLEANING SOLUTIONS PRODUCT PORTFOLIO

Cleaner. Greener. Smarter.

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# INTRODUCTION

Aditya Renewtech is the manufacturer & supplier of an effective range of cleaning products with bio **enzymes** that provide many benefits to various industries and all households.

Following extensive research & study, we teamed up with the world's foremost technologically advanced bio enzyme and sustainable surfactant producers to offer reliable, affordable and effective green cleaning solutions.

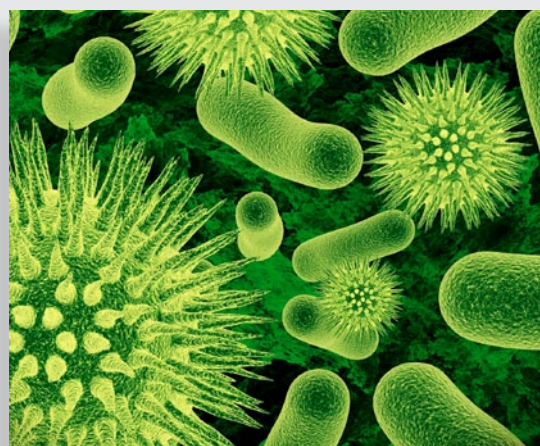


# WHAT ARE BIO ENZYME PRODUCTS?

Ignorance, as they say, is bliss – except when it involves “green” practices that are merely harming the environment in a different way, or having no effect at all. As the popularity of “eco-friendly” products continues to rise, manufactures and distributors are attempting to differentiate their products through the use of inaccurate statements, skewed facts and downright myths.

In this instance, knowledge truly is power – especially when it comes to reading between the marketing material lines to determine whether or not green cleaning products are truly green. Usually, companies that sell “green” cleaning products position these items within one of four categories; probiotic products, enzymatic products, bacterial products (biological), or essential microorganism products (microbes and their metabolites).

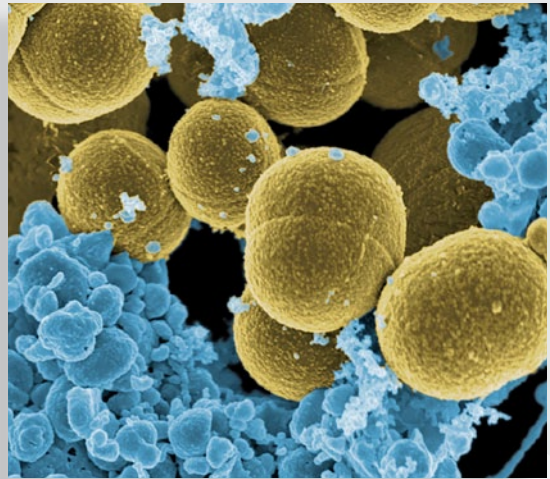
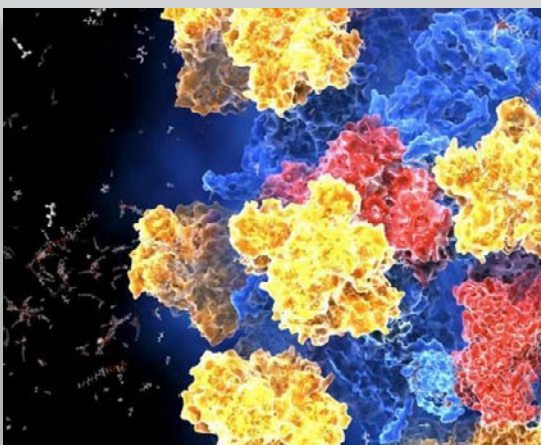
While **probiotics** are certainly good for your gut health, they do not make the best cleaning products. These are friendly bacteria that live in the intestines, promote healthy digestion and eliminate pathogens, other bacteria and viruses. Yes, these probiotics do produce many different kinds of enzymes (beneficial to the human body) – but outside of the body, they do not produce enough enzymes to degrade organic waste, making them ineffective in cleaning products.



**Bacterial** products, on the other hand, utilise these single celled organisms that have the ability to reproduce by simple cellular division. When using the correct bacteria, nutrients in the environment are recycled, as organic matter is broken down into simple compounds such as carbon dioxide and water. These are the only products that can naturally penetrate the bad bacteria's biofilm, which forms a protective layer against other chemical cleaners.

**Enzymes**, which are produced by bacteria, are proteins that act as catalysts, thereby accelerating the rate of reaction with a substrate. Enzymes are substrate specific, meaning that different enzymes can be put into particular products in order to clean distinctive kinds of dirt. It is important to note that enzymes are not living things. Therefore they cannot adapt to different conditions. In contrast, bacteria are living organisms that adapt to their environment and produce specific enzymes that break down organic matter, such as fats, oils, cellulose, xylan, proteins and starches.

As a result of this, and the short life-span of an enzyme, living bacteria is preferred in products, as it constantly produces fresh enzymes. However, some cleaning products can be “boosted” by adding a certain amount of prepared enzymes to the product to begin degrading the organic matter. While these enzymes die out, the bacteria present reproduce, creating more enzymes to continue the cleaning process.



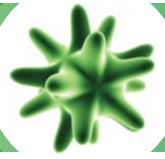
**Essential microbes**, or Effective Microorganisms (EM®) is a brand name referring to a family of microbial-based products using a technology developed by Japanese scientist, Dr Teruo Higa. The main product, EM-1®, is a liquid bacterial product comprising three groups of microbes: Yeast, Photosynthetic Bacteria, and Lactic Acid Bacteria.

EM-1® works together with local and native beneficial microbes, creating a synergy among microorganisms and larger forms of life including; insects, worms, pets, livestock, and people. All the formulations and intellectual property are owned and managed by EM Research Organization in Okinawa, Japan (EMRO). However, when claiming “green” product status, it is highly likely that EM is non-functional as a cleaning agent, due to the fact that no enzymes are released to degrade the organic soil. As such, cleaning is achieved through the chemical based surfactants at work, which are not considered eco-friendly, if not plant derived.

It is clear that a carefully calculated combination of bacterial strains (considered beneficial microorganisms) and added enzymes, each selected for its efficiency at degrading certain waste materials, is the winning formula in green cleaning. When used correctly, these products are completely safe and effectively tackle the wide variety of compounds found in the waste system.



# Enzymes used in Aditya Renewtech Products



**Bacteria Type:** Bacillus consortium producing the following enzymes;

## PROTEASE

- breaks down proteins (e.g. *meat, excreted/secreted proteins*) into amino acids

## LIPASE

- breaks down fats/grease into fatty acids and glycerol; if not broken down, fats can go rancid and lead to malodours and blocked drains/fat grease traps

## AMYLASE

- starch acts as a glue for dirt; amylases catalyse the breakdown of starch into sugars which are then further used as a food source by the bacillus

## CELLULASE

- breaks down cellulosic material

## UREASE

- catalyses the hydrolysis of urea into breakdown products

## XYLANASE

- helps in breaking down plant cell walls

## ESTERASE

- splits esters into an acid and an alcohol in a chemical reaction with water (*hydrolysis*)



## What this means

- the bacillus uses the multitude of enzymes produced to break down the components of malodour and staining, to provide microbial cleaning at the smallest level of dirt/contamination.

# ODORITE **ULTRA** LAUNDRY POWDER

Tough on Stains, Gentle on Clothes

- **Safe & Biodegradable**
- **Plant-based ingredients**
- **No Harmful Chemicals**
- **Contains six enzymes**

Odorite Ultra Plus Laundry Detergent is a granulated, multienzyme laundry detergent solution allowing high wash performances at low temperatures. Odorite Ultra Plus contains a blend of six different enzymes, each offering primary stain removal and/or secondary wash effects such as whiteness/anti-redeposition, colour care, and fabric care. The six enzymes work together, exhibiting extra power when removing complex stains such as blood, candy, chocolate, coffee, tea, deodorant, dirt, fruit juice, grass, gravy, ink, ketchup, lipstick, oil, pollen, poop, salsa, sweat, wax and wine.



## **BENEFITS**

- Extremely effective all-around stain removal and whitening effect, even at low temperatures
- An easy-to-use pre-formulated blend; only one preparation needs to be added to any wash - Odorite performs like a turbo-charge booster for your laundry
- Highly cost-effective, environmentally friendly, sustainability-enhancing solution at low temperatures
- Can be used in cold or warm water wash - reducing energy consumption
- Biodegradable formula - after washing the surfactants and enzymes will break down and can be absorbed back into nature
- Contains no added phosphorus
- Low in sodium and therefore grey water suitable

**EXTREMELY  
EFFECTIVE FORMULA**



**COST EFFECTIVE**



**ENVIRONMENTALLY  
FRIENDLY**



# ODORITE ULTRA LAUNDRY LIQUID

Tough on Stains, Gentle on Clothes

- **Safe & Biodegradable**
- **Plant-based ingredients**
- **Suitable for Woolen & Silk clothes**
- **Suitable for Baby clothes**

Odorite Ultra Laundry Liquid is multi-enzymatic plant based eco-friendly laundry detergent solution allowing high wash performances at low temperatures. It is made of highly active solvent free, phosphate free, acid-free, bleach free, caustic free, and biodegradable ingredients for effective stain removal. It delivers cleansing with colour care, and fabric care. The six enzymes work together, exhibiting extra power which is effective on complex stains such as blood, candy, chocolate, coffee, tea, deodorant, dirt, fruit juice, grass, gravy, ink, ketchup, lipstick, oil, pollen, poop, salsa, sweat, wax and wine. It is even suitable for baby clothes, and silk & wool clothes.



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# ODORITE ULTRA DISH WASH GEL

- ✧ Tough on Grease, Gentle on Hands.
- ✧ Technically the most advanced multi-enzyme dishwashing liquid in India

**Odorite Ultra Dishwashing Liquid** has the power to fight tough grease and get the squeaky-clean.

Our dishwashing liquid packs twice the punch, using half the liquid to clean more dishes, and its gentle on your hands too. Basically it is 2 times more concentrated than the other branded liquids available in market.

The product is formulated with mutienymatic and biodegradable ingredients that penetrates the toughest greasy, burnt-on food soils on dishes, pots, and pans. The enzymes also prevent fats, oil and grease buildup in drains.

**Enzymes used** - Protease, Lipase, Amylase.

**Appearance** - Dim Green

**Fragrance** - Fresh Citrus.



## BENEFITS

- Highly active - Only small amount of dishwashing liquid required.
- Remains highly active in soft and hard water, and also in warm and cold water.
- Free rinsing - Dishes can be left to air dry without streaking.
- Removes tough grease with ease.
- Pleasant fresh fragrance.
- Safe & biodegradable, natural ingredients, plant-based surfactants, and no harmful chemicals.
- Eco-freindly formula, acid-free, caustic-free, no phosphate, and neutral ph.
- Will not dry out your hands and skin.
- Can be effectively and safely used for cleaning other kitchen floors as well.





# ENZYMATIC KITCHEN CLEANER

## Enzymatic Deep Clean KITCHEN CLEANER

All Surface Kitchen Cleaner is foamy and eliminates kitchen grime with dual technology, combining superior green surfactant technology with enzymatic action. The enzymes work to break down grease, while also eliminating starches which act as glue (biofilm), trapping dirt and other organics on the surfaces. This powerful combination offers the exceptional ability to break down residual organic soils and eradicate bad odours.



## BENEFITS

- Increased effectiveness by comparison to high alkaline chemical cleaners, because of multi-enzyme action.
- Safe for users and equipment. Specially designed for cleaning food contact surfaces.
- Degrades residual organic soils that supports insects and other unwanted pests.
- Safe, Non-toxic, non-pathogenic, and environmental friendly.
- Effective against fungi, bacteria, and yeast.
- Ease of use - with spray bottle.
- Enzymes out-perform germicidal cleaners because they digest the host material where the germs and odour causing bacteria live and reproduce, i.e. it created biofilm.
- Improves freshness by controlling odours from residual organics.
- Extremely effective for greasy and oily surfaces.

# GRIME AWAY ALL-PURPOSE CLEANER

- **Grime Away All-Purpose Cleaner Concentrate 10 X**

*A premium natural citrus product for the effective cleaning of oils, grease and hydrocarbons on all surfaces*

Odorite Grime Away, a 100% natural citrus cleaner is based on the natural solvent extracted from the peel of citrus fruits. The citrus cleaner is a highly concentrated, water based solvent solution for use as domestic, janitorial and industrial cleaners and degreasers. It replaces petroleum and chlorinated solvents.

Our All-Purpose cleaner is available in easy to use spray bottle, and can be used in almost all surfaces.

It works great on home furniture, office desk and cabinets, oil painted walls, doors and windows, chairs, ac vents, metal surfaces, car exterior and interior, and many more.



## BENEFITS

- Biodegradable
- Quick splitting, meaning it quickly separates from oils enabling both re-use of the cleaning solution and effective removal of the oils and contaminants before reclaim or disposal
- Contains advanced surfactant technology, coupled with the powerful natural orange solvent, enables most types of soiling, including chewing gum and tar, to be lifted from the substrate and rinsed away with water
- A water-soluble liquid containing natural orange terpenes
- Pleasant, natural orange fragrance
- Powerful cleaning ability and can be diluted
- Suitable for use where staff training may be a problem; ideal in schools, hospitals and institutions where selection of safer cleaning agents is important

# BATHROOM & TOILET CLEANER

- **BioTech WC & Urinal Sanitiser**

*Multipurpose Biological Cleaning,  
Deodorising, Cleaning and Sanitising  
Solution*

A non-toxic, non-corrosive multipurpose digester with odour eliminator, Bio Tech WC & Urinal Sanitiser is a proprietary blended formulation of plant based surfactant cleaners with a consortium of highly active bacterial spores and enzymes that will effectively degrade residual organics on the urinal wall, inside the toilet bowl and on other hard surfaces. The product effectively degrades organics for odour control and stain removal, while breaking down crystals in the drain line and clearing blockages.

A recent challenge test comparing Bio Tech WC & Urinal Sanitiser with leading sanitisers found that it was more effective in killing harmful pathogens.



## BENEFITS

- A selected blend of highly active live bacteria cultures
- Contains a balanced buffer system that secures optimum enzyme activity
- Cultures are a mixture of anaerobic and aerobic microorganisms
- High enzyme activity including protease, amylase, cellulose and lipase
- Non-volatile and non-corrosive
- Easy to handle and to use
- Good stability and shelf life



*Deodorise  
Clean  
Descale  
Sanitise*



**EASY TO USE &  
STORE**

# PET STAIN CLEANER AND ODOUR CONTROL

- **BioTech Pet Stain Remover & Pet Odour Control**

*Multipurpose biological cleaning, deodorising and sanitising agent*

Pet Odour and Stain Eliminator is a liquid bacteria pet odour formula, for pet odour remedies, removers and elimination, which produces enzymes for odour control. This product contains only non-pathogenic bacteria making it safe to use around humans, animals, and plant life. It is biodegradable, and safe to use on all surfaces not harmed by water. The bacteria and enzymes in Pet Odour Eliminator are activated when they are exposed to air, moisture, and food.

Pet Odour Eliminator and Stain Remover will control most pet odours and stains caused by vomit, pet urine odour, faeces, mould, mildew, or other organic spills.





# BIO-FLOOR CLEANER

- **Enzymatic Floor & Tile Manual & Autoscrub Cleaning, 30X Conc.**

*Multi-purpose enzyme formulation concentrate*

This product lifts the old grease and grime, showing the first sign that it is working. The bio-enzymes work to break apart the build-up of grease and organic waste on the floor and grout. A significant improvement in the floor's appearance will be apparent after the first wash, mop or scrub, and employees will notice improved traction (less slippage) than before.

Common applications include cleaning floors for quick service, restaurants, schools and industrial cafeterias, long term care and hospitals, grocery store floors (behind the counter) and floors in food processing plants. It eliminates biofilm (the feeding and breeding sources for pests) and will out-compete potentially harmful bacteria for the same food source. With routine cleaning, the effect is enhanced with each application until floors are truly deep cleaned.





## ABOUT US

We supply innovative, environmentally responsible, biotechnology products based on the use of natural microbes and enzymes. In such, we supply green cleaning and sanitation solutions, environmental remediation products to consumers. Our vision is to develop and manufacture eco-friendly and biodegradable cleaning products that do not cost the Earth.



## OUR CLIENTS

- ✧ Yoke Connections (Brand - Toniq)
- ✧ Vikara Services Pvt Ltd (Brand - The Better Home)
- ✧ UD Lifecare LLP
- ✧ Our own brand "The Better Way".



### *Contact us*

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