



Kloten, May 2017

*New Wetrok Mop Range: Wetrok Mops – Full Text*

Three mops with very distinctive features

## **New Wetrok Mops: Three wet mopping wonders with star qualities**

**Wetrok has revised its mop range. The result: Three high-quality mops for cleaning. The three mops don't just ensure shiny results, they also offer an extremely long service life. When did you last work with a mop that could withstand up to 900 wash cycles?**

Our three new Wetrok mops are ready to revolutionise the cleaning sector. On slightly textured or smooth flooring, for slightly damp applications or for use with a double bucket unit – each Wetrok mop shines with its own special advantages. One thing that all three mops have in common: a long service life. Each of the three high-quality mops can – with standard use and compliance with wash recommendations – live through 700 to 900 wash cycles. The three new cleaning miracles stand for five-star cleaning results. Today and in the future.

### **Microbrush Mop: The Top Seller**

This mop could have written the book on gliding behaviour. The robust pile material with polyester bristles ensures that the Microbrush mop basically glides on its own. Visually, the task division between the fibres is crystal clear: The white fibres absorb dirt, while the blue and green ones allow the mop to glide.

The new premium loop material is definitely worth mentioning as well, as it ensures long-term adherence and proper function of the hook strap.

### **Microsmooth Mop: A Symphony of Mixed Fibre and Microfibre**

The unrivalled cleaning performance of this mop is based on a perfect mix of micro and mixed fibre. The Microsmooth mop combines the best features of both materials: It cleans with the high abrasive power of a microfibre mop, but is gentle on the cleaning surface like a mixed fibre mop.



### **Silkysmooth Mop: The Sensitive Mop without Microfibre**

Our Silkysmooth mop scores top marks in the smoothness category and is therefore the perfect choice for sensitive floors. Another advantage: The two-layer, stepped loops ensure that not a single drop of water remains on the floor.

### **Wetrok Quality Label: Quality is now Quantifiable**

Quality becomes quantifiable, once the right criteria are defined. Wetrok has done just that and has developed a new quality label specifically for mops and cloths. All our mops are tested using a standardised testing procedure, which allows us to define quality and ensure that our customers get the quality they want. The following criteria will allow our customers to choose the perfect mop for any application: Wash cycle, water and dirt absorbency, gliding property and abrasiveness. Each criterion receives an assessment value. The values stated will then allow a comparison of the mops. Cleaning professionals will now have an easy job finding the exactly right mop for any task at hand.

((3,764 characters incl. spaces))

Kloten, May 2017

*New Wetrok Mop Range: Wetrok Mops – Short Version*

Three mops with very distinctive features

## **New Wetrok Mops: Three wet mopping covers with star qualities**

Wetrok has revised its mop range. The result: Three high-quality mops for cleaning. On slightly textured or smooth flooring, for slightly damp applications or for use with a double bucket unit – each Wetrok mop shines with its own special advantages. One thing that all three mops have in common: a long service life. Each of the three high-quality mops can – with standard use and compliance with wash recommendations – live through 700 to 900 wash cycles. The four new cleaning miracles stand for five-star cleaning results.

The **Microbrush mop** is made of high-performance microfibre. This mop could have written the book on gliding behaviour: The robust pile material and polyester bristles ensure optimised gliding ability. The **Microsmooth mop**, on the other hand, combines all the best features of microfibre and mixed fibre: It cleans with the high abrasive power of a microfibre mop, but is gentle on the cleaning surface like a mixed fibre mop. The third cleaning star is the new **Silkysmooth mop**. As the name suggests, this non-microfibre mop is particularly smooth and the perfect choice for sensitive floors. Cleaning professionals will now have an easy job finding the exactly right mop for any task at hand.

((1,322 characters incl. spaces))

((Legend group picture mops))

Wetrok Mops: Three long-life wet mopping covers for any application.

((Legend image Microbrush mop))

Extremely ergonomic: Our Microbrush mop glides across surfaces effortlessly.

((Legend image Microsmooth mop))



The perfect blend: Our Microsmooth mop combines all the best properties of microfibre and mixed fibre.

((Legend image Silkysmooth mop))

Our Silkysmooth mop gets rid of pesky dirt in the tiniest corners.

((Legend image quality label))

The Wetrok quality label not only makes quality quantifiable – it makes it comparable.

**Further information for journalists and contact person for printable photos:**

Nadja Grendelmeier, Communications & PR

[nadja.grendelmeier@wetrok.ch](mailto:nadja.grendelmeier@wetrok.ch), +41 (0)43 255 51 28

[www.wetrok.com](http://www.wetrok.com)