



Kloten, 20 September 2017

Wetrok Granuline: Winner of the CMS Purus Innovation Award 2017

Wetrok and innovation – an inseparable union. Everything has changed with Wetrok Granuline: The first water-free product to achieve higher quality cleaning results than comparable liquid detergents. This is how Wetrok Granuline won the coveted CMS Purus Innovation Award for the cleaning agents category in mid-September.

Tiny granules packed into handy little sticks – that is Granuline. Previously unquestioned aspects of cleaning are replaced by something new. Exorbitant storage and transport costs? Never again! The incredibly lightweight Granuline sticks take up very little space and will reduce your storage and transport costs by 75%. Unnecessary overuse of chemicals? Not so with Granuline: One stick equals one application. Wetrok managed to achieve ground-breaking research success.

At CMS in Berlin, the Purus Innovation Award is granted to smart products and solutions. In the past the focus used to be on design. The new concept provides for an increased consideration of holistic criteria. 62 products were submitted this year – more than ever before. An independent jury selected Wetrok Granuline as the winner of the cleaning agent category on 19 September 2017.

Wetrok's innovation power is characterised by the Swiss in-house research department and the high number of new products that are launched every year. Many of the new products are patented. CEO Thomas Kyburz considers the pursuit of simplicity to be Wetrok's recipe for success:

“Wetrok produces exciting products featuring modern technology and high-quality design. However, our focus has also always been to search for solutions that will make the working life of their users easier.” The Wetrok team is very proud that their approach has been recognised by the jury.

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The granulate-based trio: Granufloor, Granusan and Granusurf.

Further information for journalists and contact person for printable photos:

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