



THE NEW STANDARD for Perchloroethylene in Dry Cleaning with DOWPER™ Pure Power

A complete solution for professional and future-oriented dry cleaning.
Enhanced quality for the lifestyle of your customers.

Addressing Your Customer's Cleaning Needs

THE NEW STANDARD for the future-oriented, safe and cost-efficient use of perchloroethylene



As clothing is an important part of today's lifestyle, customers have high expectations towards the cleanliness and freshness of their garments. At the same time, legislation enforces stringent regulations to protect both people and the environment. Dry cleaning is a job for professionals and requires a safe, reliable and cost-efficient cleaning technology.

With **THE NEW STANDARD** customers can benefit from a qualitative, safe and sustainable solution with perchloroethylene, while acting responsibly for man and the environment.

Elements of THE NEW STANDARD:

- **DOWPER™ Pure Power** specially formulated, virgin premium perchloroethylene grade of high purity and quality
- **DOWPER™** proven standard perchloroethylene and traditionally the quality benchmark in dry cleaning
- Newly developed **service elements** to prolong the solvent's life-time and optimise the process
- **Waste management services** for professional disposal and environmental compliance
- The **SAFE-TAINER™ System** for safe, closed-loop handling of perchloroethylene
- Special accessories for easy, safe and virtually emission-free solvent transfer

Working with the Benchmark in Dry Cleaning

Perchloroethylene is the solvent of choice for the remarkable cleaning of precious garments



Perchloroethylene is by far the most well known solvent for dry cleaning and remains to be the benchmark for high quality cleaning. For more than 60 years, perchloroethylene has been established as the most used solvent in dry cleaning around the world and its product specific risks are well-researched and manageable.

Today, 95% of precious garments are labelled with the care label (P) for cleaning with perchloroethylene.

The advantages of perchloroethylene:

- Highest known available cleaning activity
- Non-flammable solvent
- Product specific risks are well-researched and manageable
- No danger of contamination with harmful germs and odour creation (bacteriostatic)
- High evaporation rates avoid solvent residues after cleaning on garments

Meeting Highest Cleaning Requirements

Virgin perchloroethylene of exceptional high purity and quality

DOWPER™ Pure Power and DOWPER™ are virgin perchloroethylene solvents from Dow. Both grades readily dissolve almost all organic substances found on soiled garments, including waxes as well as oily, greasy and fatty stains. They are safe for use with the fabrics and dyes commonly found in the fashion industry.

DOWPER™ Pure Power perchloroethylene

DOWPER™ Pure Power is an advanced, premium grade specially developed to meet the high requirements in dry cleaning. It provides an exceptional performance while helping to preserve the life of the cleaning equipment and textiles due to its special stabilisation.

- Enhanced purity of 99.95%
- Specially stabilised for today's dry cleaning processes
- Solid choice for modern, closed dry cleaning equipment
- Increased cleaning performance
- Reliable and consistent high quality
- Non-corrosive when proper procedures are followed
- Provides freshness and superior garment cleaning



DOWPER™ perchloroethylene

DOWPER™ is a virgin perchloroethylene solvent and a proven standard in the dry cleaning industry. Today it is used by the majority of high quality dry cleaning shops.



Maximising Your Cost Efficiency and Quality

Process security with newly developed service elements

Textile garments contain fatty acids of body secretions. These acids are removed from the textiles during the cleaning process and can lead to the contamination of the cleaning machine and insufficient cleaning results.

To maintain first-class cleaning results, a professional monitoring is now possible with new service elements developed by the Dow Research & Development Centre.

The **MAXICHECK™ Pure Power test kit** enables you to easily check the quality of your solvent on site. The **MAXISTAB™ Pure Power stabiliser system** is specially designed for maintaining the solvent quality within dry cleaning processes.

Additionally we provide you with the **MAXICHECK™ Pure Power logbook** that helps you to report the test results. This enables you to easily keep track of the solvent development and to counteract solvent issues.

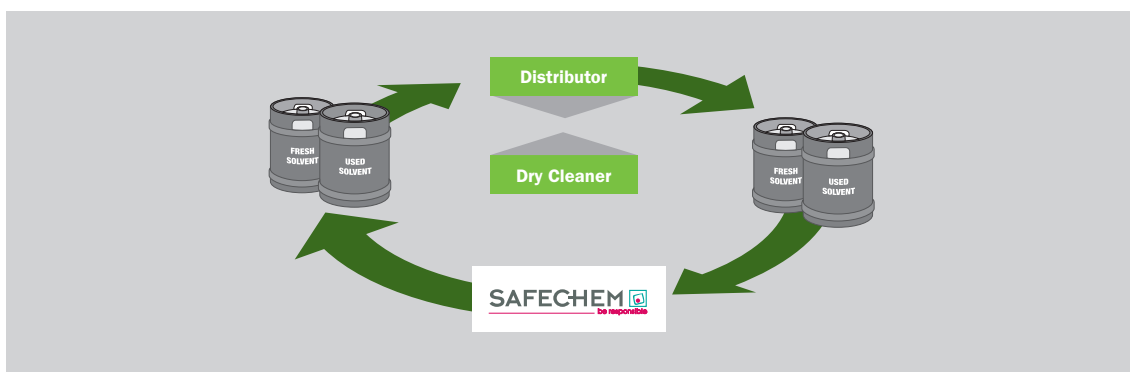
Service elements for process optimisation and cost efficiency help you to:

- Optimise the solvent condition and achieve better cleaning results
- Avoid bad odour of cleaned garments
- Extend the solvent life-time and thus reduce solvent consumption and costs
- Protect the cleaning machine against corrosion
- Support the optimal functionality of dry cleaning additives
- Support authority controls with long-term operational logbook data
- Comply with relevant European regulations and the principles of Responsible Care®



Implementing Very High Safety and Environmental Respect Active risk management with a closed-loop handling system

As a SAFECHEM customer you can benefit from high quality, virgin perchloroethylene delivered in a safe and future-oriented manner. By taking into account health and safety related issues of the solvent throughout its lifecycle, the product is handled within a closed-loop in line with Product Stewardship guidelines and the principles of Responsible Care®. The used solvent is collected in short intervals and sent for professional recycling and re-use.



For a safe, environmental compliant and easy use we offer the supply of DOWPER™ Pure Power and the take-back of used solvent with the robust SAFE-TAINER™ system. This state-of-the-art delivery system represents the Best Available Technology. Special accessories offer a virtual emission-free solvent transfer.

The supply of DOWPER™ and DOWPER™ Pure Power as well as the take-back of used solvent are also available with certified metal cans for a compliant transport and use. They are easy to handle and approved as an UN packaging in compliance with the *European Agreement concerning the International Carriage of Dangerous Goods by Road (ADR)*.

Our products are handled by means of very high safety and environmental protection. This supports you with your Corporate Social Responsibility ambitions.

Succeeding with Competent Professionals

Bundled support for exceptional cleaning operations with perchloroethylene

SAFECEM Europe GmbH is a wholly owned subsidiary of The Dow Chemical Company, the world's largest producer of perchloroethylene. The mission of SAFECEM is to enable the sustainable and innovative use of chemicals for the benefit of mankind while preserving the environment.

The business model is based on the principles of Responsible Care® and Sustainable Development – balancing environmental, economic and social responsibilities. It is recognised as prominent example by international and local authorities, associations and Non-Governmental Organisations (NGOs). Driven by customer demand and guided by Product Stewardship principles, SAFECEM has developed an innovative closed-loop solution to help professional dry cleaners meet their needs of

- High-quality cleaning results due to excellent products and services to satisfy the customers needs
- Maximum work-place safety and environmental protection with active risk management tools
- Reduced solvent consumption through the use of recyclable solvents and service elements.

SAFECEM is part of a Service Alliance of responsible distributors, the leading cleaning equipment manufacturers and certified waste managers. Customers get the complete process solution from one single source.

THE NEW STANDARD for dry cleaning is supported by leading cleaning machine manufacturers:



Why Working with SAFECHEM? Because THE NEW STANDARD offers you cost-efficiency, first-class cleaning results and environmental respect

THE NEW STANDARD with DOWPER™ Pure Power

- Is a modern, state-of-the-art solution
- Enables future-oriented, safe and high performance dry cleaning with perchloroethylene
- Includes service elements for optimising the cleaning process and cost efficiency
- Contributes to the public image of dry cleaning services

You

- Continue to benefit from world-class cleaning results achieved with perchloroethylene
- Meet the requirements for the safe and future-oriented use of this excellent solvent
- Work with an optimised cost-efficiency

”We only ever achieved such good cleaning results with perchloroethylene. We use DOWPER™ Pure Power in the SAFE-TAINER™ System for many years. The new MAXISTAB™ stabiliser not only keeps the solvent quality consistent, but also offers a better protection of the machine.” says August Möhlmann, General Manager at August Möhlmann Färberei und Chemische Reinigung GmbH & Co. KG, Oldenburg, Germany.

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