



Apex™

More Control. Made Simple.

ECOLAB®

Everywhere It Matters.™

Customers ranked hygiene more important than choice of food, value for money and quality of service*

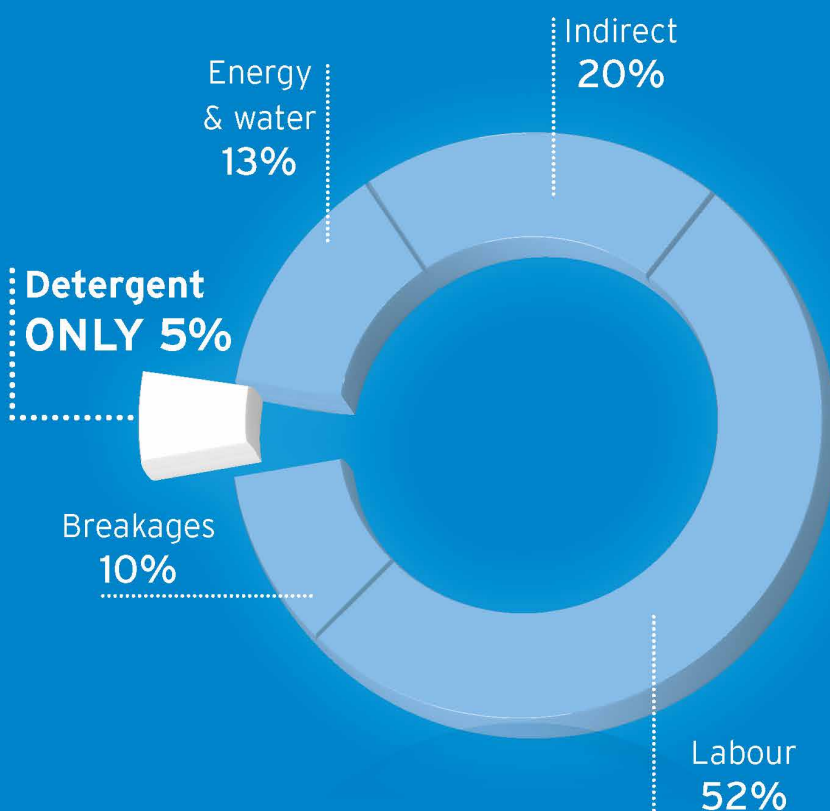
Key challenges:

- ▲ First pass results
- ▲ Cost of water, energy and waste
- ▲ Machine downtime
- ▲ Efficient workflows
- ▲ Safe working environment



...of people say **dirty tableware** would have a **negative** impact on their dining experience*

Average warewash cost allocation:



Reasons for increased cost:

- ▲ Staff turnover
- ▲ Poor training
- ▲ Poor procedures
- ▲ Unsolved machine issues
- ▲ No detergent or rinse aid

What if your dishmachine...



Could tell you when **procedures** weren't being followed?

Gave you the **information** to minimise cost and ensure consistent results?

Made warewashing **simpler and safer** for you and your staff?

...Meet Apex™.



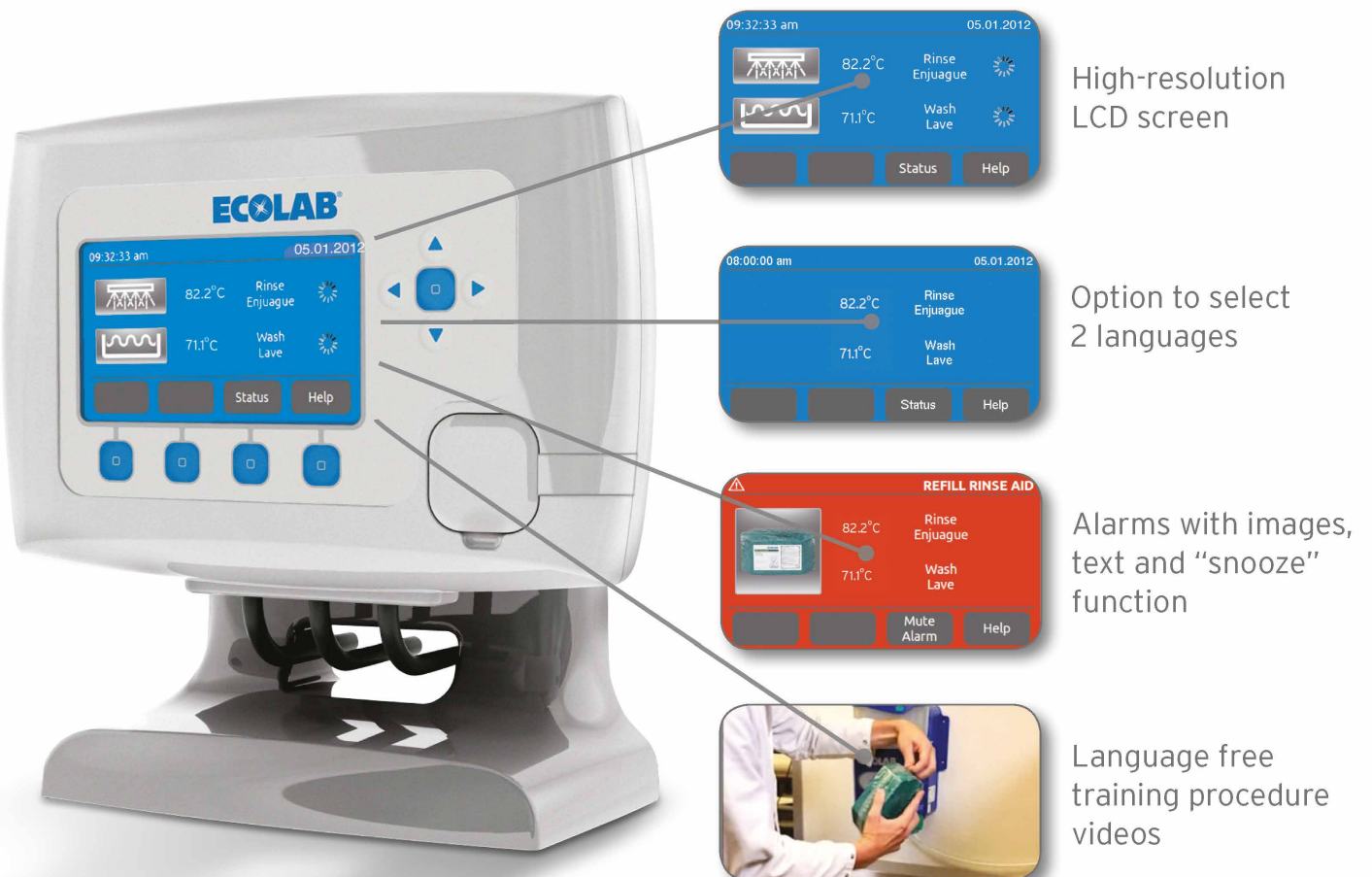
Your Biggest Warewashing Challenges—Solved.

Key Warewashing Features	Traditional Liquids	Apex™
RELIABLE RESULTS (WITH PROPER PROCEDURES)	✓	✓
SAFE TO TOUCH CHEMISTRY		✓
SIGNIFICANT REDUCTION IN PLASTIC PACKAGING		✓
TRACKING OF TOTAL WAREWASHING COSTS		✓
ALL SOLID DISHMACHINE CHEMISTRY		✓
MACHINE METRIC TRACKING: TEMPERATURES, OUT-OF-PRODUCT ALARMS, PROPER WASH TANK CHANGE OUT		✓
EASY-TO-READ MACHINE METRIC DASHBOARD		✓
MACHINE METRIC DAILY DETAIL (AS NEEDED)		✓
HIGHLY VISIBLE, EASY-TO-UNDERSTAND ALARMS		✓
SHORT PROCEDURE VIDEOS EASILY ACCESSIBLE AT THE DISHMACHINE		✓
COLOUR AND SHAPE CODED PRODUCTS		✓

Solid Chemistry and Information

Safety and Control

- ▲ Safe to touch non-corrosive products
- ▲ Colour and shape coded
- ▲ Safe and easy loading
- ▲ 100% spill proof



High-resolution LCD screen

Option to select 2 languages

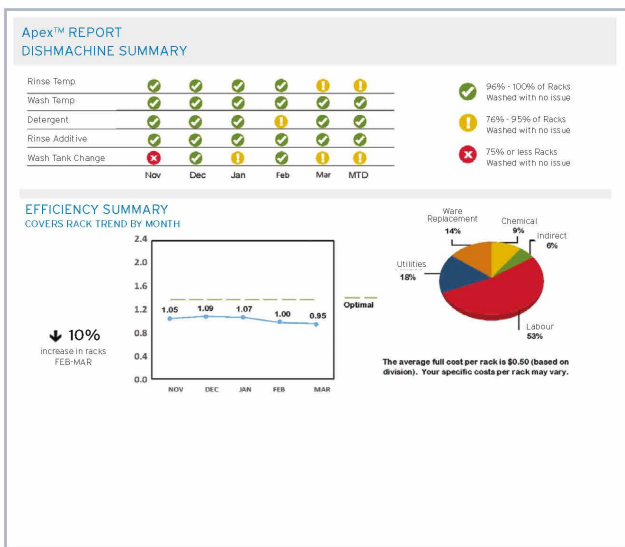
Alarms with images, text and "snooze" function

Language free training procedure videos

More Control. Made Simple.

Key Metrics Tracked

- ▶ Rinse temperature
- ▶ Wash temperature
- ▶ Product levels
- ▶ Wash tank change
- ▶ Number of racks washed
- ▶ Efficiency metric



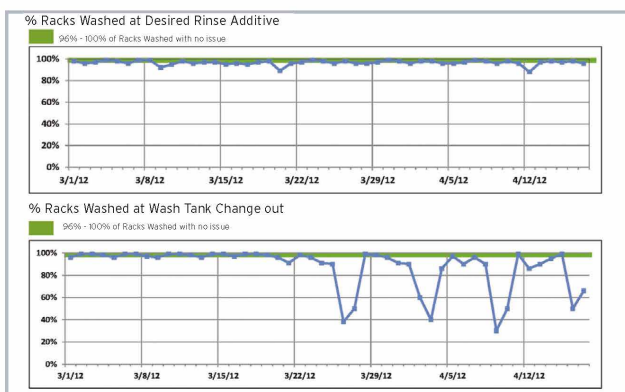
Dashboard provides easy-to-read performance reports

Actionable Reporting & Alarms

- ▶ Easy-to-read dashboard
- ▶ Pinpoint where and when issues occur

Maximum Programme Control

- ▶ Data to help reduce rewash and lower total cost



Detailed reporting lets you pinpoint when issues occur



Apex™ Saves the Average Restaurant

7,288

Racks Every Year†

What can Apex™ do for your operation?

- ▲ Minimise costs, maximize results and protect your brand
- ▲ Take your warewashing operation to the next level with Apex™



To Learn More About Apex™, Visit www.whycleanmatters.com/Apex™



Control Your Environmental Impact.

For the average rack type dish machine, Apex™ helps to:



SAVE ENERGY

Saves up to 3,712 kWh of energy annually

...equivalent to over 400 days of electricity in an average house¹



SAVE WATER

Conserves up to 27,557 litres of water each year*

...enough to fill over 340 baths!²



REDUCE WASTE

Reduces up to 63kg of plastic waste disposal per year**

...equivalent to over 1200 empty 2 litre soft drinks bottles!

† Based on running 200 racks per day and reducing racks by 10%

* Based on running 200 racks per day and reducing racks by 10% in the average restaurant

** Versus 20 litre liquid jugs, based on running 200 racks per day in the average restaurant

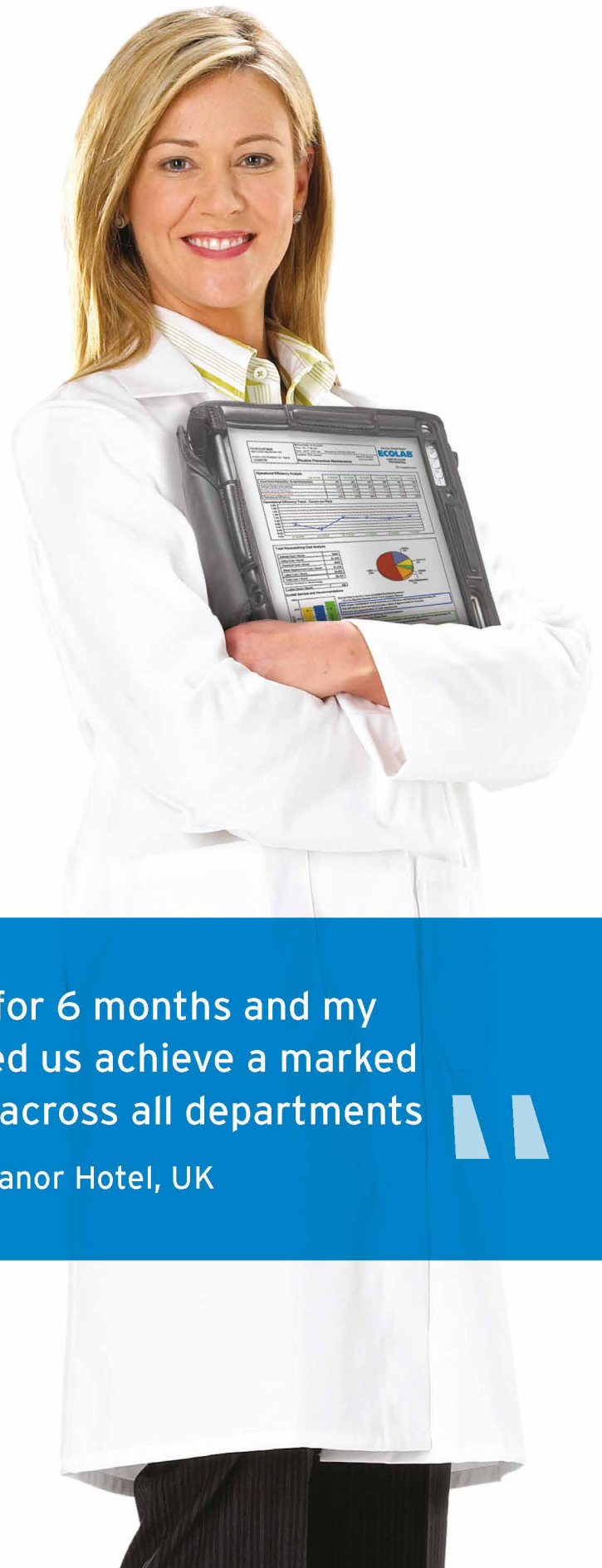
¹ The average UK home uses 3,000 kWh per year according to OFGEM January 2011. Factsheet 96. www.ofgem.gov.uk

² Showers vs. Baths: facts, figures and misconceptions. Nov 2011, Waterwise.org.uk

Service Personally Delivered

During regular service calls, Ecolab Territory Managers work alongside your teams to ensure they always:

- ▲ Safely follow the right procedures
 - ▲ Use the right products
 - ▲ Achieve the right results
-
- ▲ Service calls are recorded on the Ecolab tablet PC
 - ▲ Checks, observations, recommendations and actions made at critical points
 - ▲ On-site training to solve problems
 - ▲ Reports summarised and presented to show observations and actions taken






















We have been using Ecolab for 6 months and my Territory Manager has helped us achieve a marked improvement in cleanliness across all departments

Purchasing Manager, Southcrest Manor Hotel, UK



Apex™: A Warewashing Program You Can Count On

DISHMACHINE PRODUCTS				
		APEX™ POWER NC	Soft water solid machine warewashing detergent.	4 x 3,0 Kg
		APEX™ ULTRA NC	Medium-hard water solid machine warewashing detergent.	4 x 3,0 Kg
		APEX™ POWER	Soft water solid machine warewashing detergent with bleach	4 x 3,1 Kg
		APEX™ ULTRA	Medium-hard water solid machine warewashing detergent with bleach	4 x 3,1 Kg
		APEX™ METAL PROTECTION	Metal-safe solid machine warewashing detergent	4 x 3,1 Kg
		APEX™ RINSE	Super-concentrated solid rinse additive	2 x 1,1 Kg
AUXILIARY PRODUCTS				
		APEX™ PRESOAK	Cutlery presoak solid detergent for machine warewashing. <i>Effectively removes starch and protein film build up. Detarnishes silver.</i>	3 x 1,8 Kg
		APEX™ POT & PAN SOAK	Pot & pan soak solid detergent for machine warewashing. <i>Formulated to remove soil before putting ware through the machine. Effective even in blackened carbonized build-up.</i>	3 x 2,27 Kg
		APEX™ MANUAL DETERGENT	Solid manual warewashing detergent. <i>Cuts through grease fast, with minimal scrubbing required.</i>	2 x 1,36 Kg
DELIMER				
		SOLID LIME-A-WAY	Solid delimer for commercial dishwashers, highly concentrated. <i>Easy to handle. Eliminates the risk of spillage and splashes. Effectively removes lime build-up in the dishwasher, thus improving operational efficiency.</i>	6 x 600 g

Worldwide Headquarters
Ecolab Inc.
370 Wabasha Street N
St. Paul, MN 55102

European Headquarters
Ecolab Europe GmbH
Richtistr. 7
CH-8304 Wallisellen

www.ecolab.com

© 2011 Ecolab USA Inc. All rights reserved.

ECOLAB®
Everywhere It Matters.™