



– PRESS RELEASE



Ultra Power Wipes: clean without water

Oss, 25 September 2013 – Dreumex is introducing a hand cleansing product that is ideal for cleansing hands and tools when water is unavailable: Dreumex Ultra Power Wipes. The compact packaging is convenient to carry and easy to click open and shut – keeping the wipes nice and moist. This makes the product extremely practical in the building sector and at mobile workplaces.

The super-strong wipes have a scrubbing side that can be used to remove substances such as dirt, grease, oil, paint, tar and ink. They also contain a solvent-free liquid that prevents hands from drying out. The liquid can simply be reactivated by adding a little water. Ultra Power Wipes are the only wipes on the worldwide market with this innovative feature.

Proven track record

The wipes already have a proven track record on the American market. Jan-Chris Heeger, CEO of Dreumex, explains: "This is due to the fact that the wipes are practical, highly effective and also long lasting. We all know that resealing a pot of wipes is not a priority in a working situation. That is why we have made our packs easy to close and ensured that the liquid can be reactivated. Throwing away wipes is now a thing of the past."

Introductory promotion

One pack contains 90 wipes that are easily detached thanks to the strong material and well perforated edges. During the introductory period, which runs until the end of November, the customer can buy a second pot at half price.

Team XDakar

Dreumex introduced the Dreumex Ultra Power Wipes during the Team XDakar corporate day. Team XDakar is taking part in the Dakar Rally in South America in January 2014. Dreumex is sponsoring the team, which is playing a leading role in the international campaign 'I love dirty hands'. This campaign is geared towards hard-working professionals who work with their hands day in and day out. Their hands are their most valuable tool and they need to be in good condition. That's why Dreumex cares about (dirty) hands!

(Note for the editor, see next page >>>>)

NOTE FOR THE EDITOR

About Dreumex

Dreumex has been a producer of industrial hand cleaners and handcare products for over 50 years. During this time, the company has expanded to become one of the world's leading suppliers of this type of product. The combination of expertise and experience has enabled Dreumex to develop a total package of modern, top quality products: products that protect, clean and care for the hands.

Images and information

The enclosed photographic material is copyright-free. For more information about Dreumex and our products, visit www.dreumex.com. You can also contact Katharina Urban-Versluis:

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