



# OPTIWASH®

*Performance optimizer* by IMESA

CARE OF FABRICS AND WASHING MACHINES



# Fabrics Care starts with a right Washing Process

Talking about laundry means talking about solutions in response to the needs of multiple customers for whom cleanliness, hygiene and fabric care are crucial to their reputation.

IMESA aims to offer effective products, safe operating procedures and cost management to ensure customer safety, performance and control.

A correct washing process starts from the knowledge of all the factors that contribute to the result. What do we mean when we talk about RESULT?

Cleanliness, softness, respect for colours, whiteness and fragrance.

The *result* is also the right balance between consumption and efficiency, without any lost of detergent, water and electricity.

The *result* is the right care of the machines and their guaranteed reliability over time.



## WATER

Water washing machines use water and specific detergents to wash clothes. It is a gentle, hygienic and environmentally friendly solution. Dirt is removed effectively, while the water takes care of the fabrics and colour.

**Knowledge of the water that feeds the laundry is crucial for defining the right washing process.**

The hardness of the water is an indicator of the amount of calcium and magnesium salts it contains. Detergents contain surfactants that act as stain removers and their effectiveness is influenced by the concentration of calcium and magnesium ions; if the quantity is high, the water is hard and more detergent is needed to get a good result.

- Soft water: <math>10^{\circ}\text{F}</math>
- Medium water: 10 -18 $^{\circ}\text{F}$
- Hard water: >18 $^{\circ}\text{F}$



## FABRIC

Water is suitable for the treatment of a variety of fabrics, from the most common cotton to wool and cashmere, from silk to technical fibres and then jackets, coats, wedding dresses and much more. Each fabric requires a specific program, intelligent machines and dedicated detergents.

**The combination of mechanics + detergents + sophisticated programming is the key to proper washing, especially for particularly delicate fabrics.**

Knowledge of the fabric is therefore essential to prevent damage due to aggressiveness or inappropriate treatment.

Preserving and guaranteeing the long life of the fabric translates into savings, as the cost of buying new linen is an important item in the cost analysis of a laundry business, whether industrial or in-house.



## CHEMISTRY

Detergents play a key role in the washing cycle: the degree of effectiveness on dirt and fabric can affect the good result. This is why it is important to rely on safe, tested and professional products.

**The market drive towards environmentally friendly solutions is increasing, which is why the sustainability of chemicals is an important factor.**

Detergents that work efficiently even at lower temperatures, 30 $^{\circ}\text{C}$  - 40 $^{\circ}\text{C}$ , not only help to save energy but also avoid stressing the fibres and help to preserve the fabric's special characteristics such as elasticity, softness and colour brilliance over time.



## WASHING CYCLES

Several factors are involved in a washing cycle: water, detergent, temperature, time, mechanical action. The right combination of these factors determines their effectiveness, economic efficiency and sustainability.

**Complete control of the washing cycle is a prerequisite for an accurate laundry management.**

Targeted washing programs, machines with intelligent programming and an accurate dosing system lead to excellent results at the lowest cost.

Laboratory and field tests have led to the development of specific OPTIWASH® washing packages in combination with the EVO.Line washing machines.



## CONSUMPTION

The correct use of products and machines allows saving on detergent consumption and running costs.

**IMESA offers its customers more than 50 years of experience in the production of washing machines**, enriching the service with a mature knowledge of detergent products and product dosing systems.

**A good detergent**, which implies the use of a lower quantity of product per cycle compared to normal detergents, guarantees in the medium/long term the reduction of management, storage and disposal costs.

**An intelligent washing machine** enhances and optimizes the characteristics of OPTIWASH® detergents through tested cycles, depending on the type of laundry and dirt to be treated.



## RESULT

Our solutions are sustainable when we produce them.

They are sustainable when we use them.

They are sustainable because they guarantee the durability of the fabrics.



The combination of IMESA washing machines and OPTIWASH® products guarantees:

- chemical action management
- consumption balancing
- hygiene and cleanliness
- fabric preservation
- softness and fragrance
- high whiteness
- machine durability
- guaranteed performance



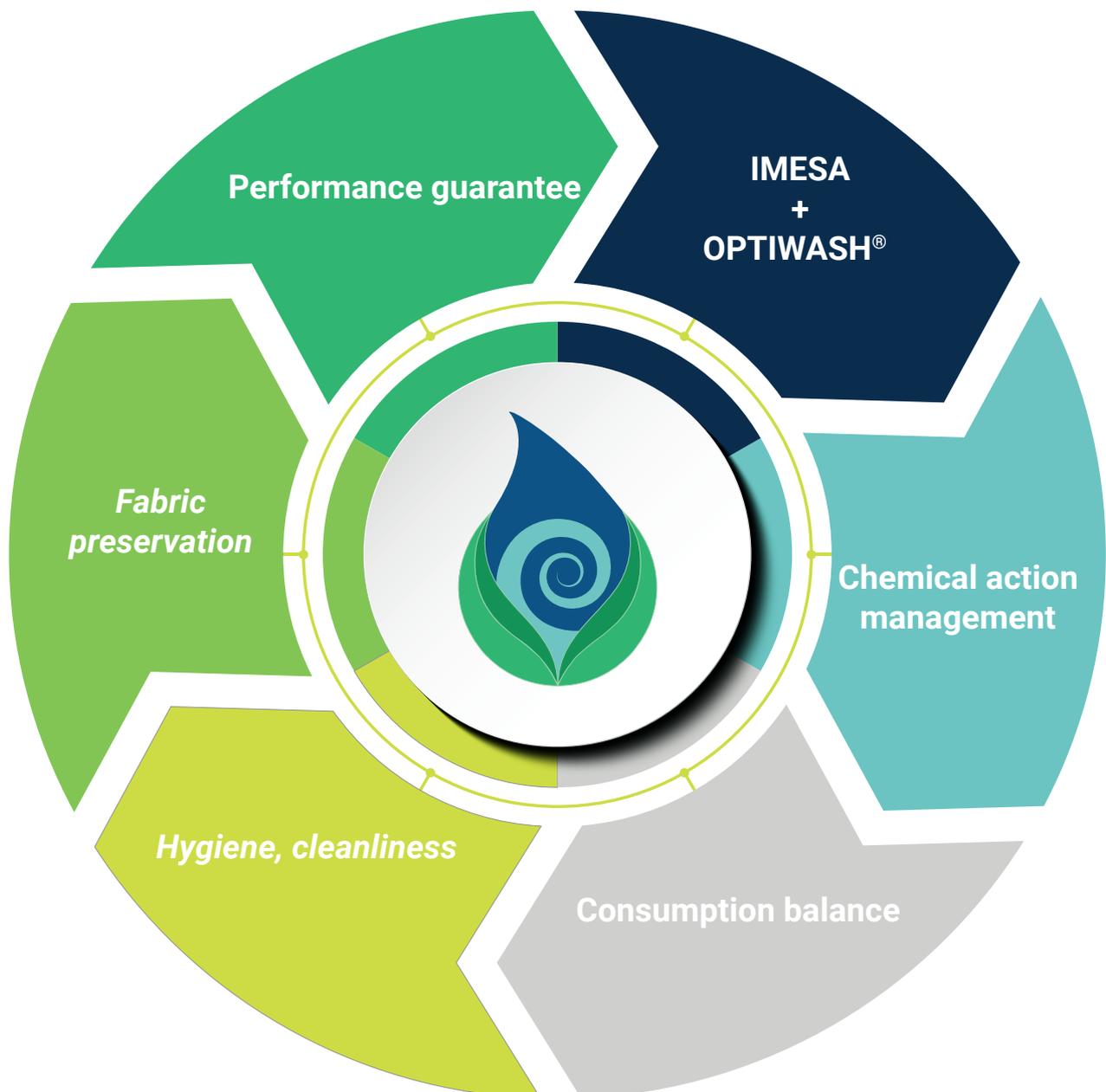
# OPTIWASH<sup>®</sup>

Performance optimizer by IMESA

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**Take control of your laundry  
and benefit from the certainty of the result**

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# OPTIWASH<sup>®</sup>, the laundry detergent line by IMESA

Why a laundry detergent range?

Because managing the entire washing process and choosing the right program is crucial to achieving the desired result.

Water, temperature, mechanical action, time and chemistry are the factors that interact in a washing process.

The right combination of elements, the reliability and versatility of the washing machines used, correct programming and a range of professional detergents, guarantee high performance and excellent fabric preservation.

## Choosing OPTIWASH<sup>®</sup> means relying on knowledge

### THE OPTIWASH<sup>®</sup> PRODUCT RANGE

TEN detergent, the multi-enzymatic deo detergent.

DELI TEN detergent, the deo detergent for delicate garments.

SUPER TEN additive, the booster with high stain removal properties.

OXYE TEN additive, the scented sanitizer.

FLUFFY TEN fabric softener, the concentrated fabric softener.

### THE DOSING PUMPS

IMESA WASHING MACHINES **evo**.LINE

OPTIWASH<sup>®</sup> WASHING CYCLES



CHOOSE THE INDIVIDUAL PRODUCTS OR PACKAGES THAT MEET YOUR NEEDS.  
OPTIWASH<sup>®</sup> IS THE SOLUTION.

# TEN

## DEO DETERGENT

Multi-enzymatic deo-detergent with a fresh and persistent fragrance of blue cleanliness for whites and colours.



- Suitable for whites and colours
- Effectively removes even the most difficult stains
- Multi Enzyme System with Protease, Amylase, Lipase and Cellulase
- Super concentrated surfactants for degreasing effect
- Phosphate, silicate and alkali-free
- Blue Cleanliness Fragrance

TEN can be used on all natural or synthetic fabrics both by HAND and in the WASHING MACHINE, with the exception of fabrics containing natural proteins, such as fabrics with natural feathers, wool and natural silk, as the enzymes contained in the formula can degrade the natural proteins of the fabrics.



# DELI-TEN

## DEO-DETERGENT FOR DELICATES

Deo-detergent for delicates, woollen and upholstered garments, with detangling and antistatic effect.



- Gentle liquid detergent for washing machines and hand washing
- Effective on persistent organic stains such as sweat
- Pleasant and discreet clean scent sensation

DELI-TEN can be used on all types of fabrics, particularly delicate fabrics. Its high concentration of surfactants makes it effective even on organic stains.



# OXYE-TEN

## SANITIZER

Latest generation additive, active even at 20°C, whitening and stain removing. Does not damage fibres, even the most delicate ones.



- Effectively removes stubborn stains
- Active cold bleach. Guarantees an excellent whiteness
- Sanitizes even at low temperatures
- Does not damage fibres, even the most delicate ones
- Can also be used as a pre-stain remover directly on garments
- Super effective on mildew stains

OXYE-TEN can be used on all fabrics. It works at low temperatures exclusively on stains, leaving the garment unaltered and preserving its quality.



# SUPER-TEN

## BOOSTER

Ideal alkalinity booster for very dirty laundry with excellent degreasing properties.



- High alkalinity and excellent degreasing properties
- High grease dissolving effect
- Effective at all temperatures from 30°C to 90°C
- Suitable for water of any hardness



# FLUFFY-TEN

## FABRIC SOFTENER

Concentrated silk protein fabric softener with anti-felting effect and long-lasting micro-encapsulated fragrance.



- Anti-felting formula with microcapsules and silk proteins
- Resistant to drying
- Maximum performance even at low dosages
- Absorbs and eliminates unpleasant odours

Silk proteins preserve wool fibres and prevent the peeling effect on cotton.

The "velosoft" effect protects fabrics and makes ironing easier.



# OPTIWASH® WASHING CYCLES

IMESA has created a team and a laboratory exclusively dedicated to the study and definition of optimal washing cycles, through the use of IMESA washing machines and OPTIWASH® detergents.

The knowledge of fabrics and their technical characteristics, the familiarity with detergents and their action on stains and fibres, and the experience in setting the phases of a washing cycle, are the skills acquired and implemented by the IMESA team and laboratory.

- Different fabrics require specific programs that differ in temperature and mechanical stress on the fabric.
- Many different fabrics and stains require knowledge of the components of detergent products (surfactants, alkalis, enzymes, bleaches, optical brighteners and additives) in order to choose the right product for each use.
- The skill of creating a washing cycle by defining each of the 3 working phases of the washing machine - PRE-WASH, WASH and RINSE - is the last fundamental step towards perfect laundry.

We always recommend that before washing, garments should be carefully separated according to colour, degree of soiling and type of fibre, also referring to the symbols on the label.

We suggest checking pockets, buttons, zips and acting promptly on difficult stains with a pre-treatment product when necessary.

Load the drum with the correct amount of laundry, which can vary depending on the type of garment and fabric in the drum. The right load makes it possible to optimize the three phases of the washing cycle.

**The following are some examples of washing cycles tested using an IMESA washing machine mod. LM11 with 11 Kg capacity, OPTIWASH® products and water with medium hardness.**

**OPTIWASH® cycles are stored in the IM11 control touch screen of the EVO.Line washing machines.**

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## Some Examples

 **OPTIWASH NORMAL 40°C** - Pre-wash 30°C + Wash 40°C + Rinse + Spin

**Detergent consumption:**

- TEN DEODERAGENT: 10 ml/Kg laundry
- FLUFFY TEN FABRIC SOFTENER: 10 ml/Kg laundry
- OXYE TEN SANITIZER: 8 ml/Kg laundry

 **OPTIWASH DELICATES 30°C** - Wash 30°C + Rinse + Spin

**Detergent consumption:**

- DELI TEN DELICATE DEODERAGENT: 12 ml/Kg laundry
- FLUFFY TEN FABRIC SOFTENER: 10 ml/Kg laundry
- OXYE TEN SANITIZER: 3 ml/Kg laundry
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 **OPTIWASH INTENSIVE 85°C** - Pre-wash 40°C + Wash 85°C + Rinse + Spin

**Detergent consumption:**

- TEN DEODERAGENT: 10 ml/Kg laundry
- SUPER TEN BOOSTER: 9 ml/Kg laundry
- FLUFFY TEN FABRIC SOFTENER: 12 ml/Kg laundry
- OXYE TEN SANITIZER: 5 ml/Kg laundry

 **OPTIWASH MICROFIBRE 60°C** - Pre-wash 30°C + Wash 60°C + Rinse + Spin

**Detergent consumption:**

- TEN DEODERAGENT: 13 ml/Kg laundry
- FLUFFY TEN FABRIC SOFTENER: 2 ml/Kg laundry
- OXYE TEN SANITIZER: 6 ml/Kg laundry

# OPTIWASH®, WHAT AND HOW TO BUY



The OPTIWASH® detergent line can be ordered in the My.Orders.Imesa.it online area, a space at the complete disposal of the customer where, following registration, you can independently order OPTIWASH® products according to the relevant solution.

## What can I buy?

- A.** Individual **OPTIWASH® PRODUCTS**  
Minimum quantity: 1 pallet of 24 bottles (1 bottle contains 20 kg of product)



- B.** **My OPTIpallet**, the pallets that can be assembled as required.  
Minimum quantity: 1 pallet of 24 bottles (1 bottle contains 20 Kg of product)

## My OPTIpallet



**C.** Choice of three **OPTIWASH® PACKAGES**

**OPTIprime:** the basic package to get to know OPTIWASH®

The package includes:

- nr. 2 bottles of Ten Detergent
- nr. 2 bottles of Fluffy-Ten Fabric Softener
- nr. 1 bottle of Deli-Ten Detergent
- nr. 1 bottle of Oxye-Ten Sanitizer



**OPTIpro:** : the professional package that in addition to the products includes 1 dosing system complete with 5 peristaltic pumps and an electronic board.

The package includes:

- nr. 2 bottles of Ten Detergent
- nr. 2 bottles of Fluffy-Ten Fabric Softener
- nr. 1 bottle of Deli-Ten Detergent
- nr. 1 bottle of Oxye-Ten Sanitizer
- nr. 1 dosing system consisting of an electronic board and dosing system with 5 peristaltic pumps

**OPTIplus:** : the complete package of detergents, 1 dosing system and 1 EVO.Line washing machine.

The package includes:

- no. 2 bottles of Ten Detergent
- no. 2 bottles of Fluffy-Ten Fabric Softener
- no. 1 bottle of Deli-Ten Detergent
- no. 1 bottle of Oxye-Ten Sanitizer
- no. 1 dosing system consisting of an electronic board and dosing system with 5 peristaltic pumps
- no. 1 Evo.Line washing machine



Our sales team is available for further information on products, packages and purchasing conditions.

Choose the full Optiwash® experience: chemical products, dosing pumps and the EVO.Line washing machine.

The complete Optiwash® washing process is verified and guaranteed not only through the right chemical products that aim to clean and care for the fabrics treated, but also through the right balance between consumption and efficiency guaranteed by the machines themselves.

*The OPTIWASH® logo is based on three distinctive elements:  
the flowing of water  
the green nature embrace  
the roots of origin - by IMESA -*

*The harmonious shapes of the logo evoke the viscosity of the detergent mixed with water,  
whose curved lines paint a wobbly drop sliding from a leaf to land in a sinuous green embrace.*

