



**PRODUCT CATALOG**



Hand Care



Laundry Care



Air Care



Surface  
Cleanser



In-Room  
Amenities



Heavy Duty  
Hand Cleaner



Insecticides



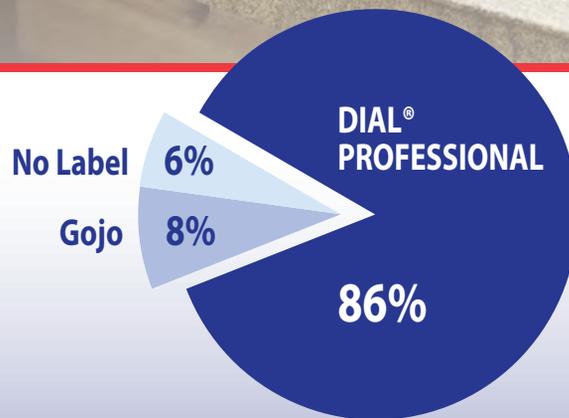
**Henkel**



**When consumers were asked which soap dispenser they would prefer to use in a public washroom...**



**86% preferred the one branded Dial®**



**Wonder why? This is what they said:**

“Familiar with the brand” “It is antibacterial” “I prefer Dial®”

“Use it at home” “Dial® is a trusted brand” “Like the smell”

## CATEGORY INDEX

<b>FIVE PILLARS DESCRIPTIONS.....</b>	<b>3</b>	<b>HEAVY DUTY HAND CLEANERS.....</b>	<b>27</b>
<b>HENKEL BRANDS.....</b>	<b>9</b>	<b>AIR FRESHENERS &amp; DEODORIZERS.....</b>	<b>29</b>
<b>GREEN ASSURANCE PROGRAM®.....</b>	<b>10</b>	<b>ANTI-PERSPIRANTS &amp; DEODORANTS.....</b>	<b>32</b>
<b>THE DIAL® PROFESSIONAL DUO DISPENSER... </b>	<b>11</b>	<b>LAUNDRY PRODUCTS.....</b>	<b>33</b>
<b>FOAMING HAND SOAPS.....</b>	<b>13</b>	<b>DIAL® ECO SMART® AMENITY DISPENSERS... </b>	<b>35</b>
<b>LIQUID HAND SOAPS.....</b>	<b>17</b>	<b>RETAIL BAR SOAPS.....</b>	<b>38</b>
<b>HAND SANITIZER FOAM.....</b>	<b>20</b>	<b>RETAIL BODY WASHES.....</b>	<b>39</b>
<b>HAND SANITIZER GEL.....</b>	<b>22</b>	<b>HAND &amp; BODY LOTIONS.....</b>	<b>40</b>
<b>5 PILLARS OF SUCCESS.....</b>	<b>23</b>	<b>INSECTICIDES.....</b>	<b>41</b>
<b>1 LITER LIQUID DISPENSER.....</b>	<b>25</b>	<b>GENERAL PURPOSE CLEANSERS.....</b>	<b>43</b>
<b>BODY WASHES.....</b>	<b>26</b>	<b>HAND CARE SOLUTION GUIDE.....</b>	<b>45</b>



# Hand Care

## Dial Complete<sup>®</sup> Antimicrobial Foaming Soap

14x better germ kill than other antimicrobial soaps.

Kills 99.999% of common pathogenic germs, including MRSA.

Clinically tested as mild to the skin as water itself.

Please see page 13 for further information

### Go with a brand you trust.



## Dial<sup>®</sup> Antimicrobial Liquid Soap

Broad spectrum antimicrobial effectiveness.

Kills 99% of germs in a single wash.

Contains skin conditioners for gentle care.

Please see page 17 for further information

# Hand Care

## Dial® Basics Foaming and Liquid Soaps

95% natural origin ingredients.\*

\*Liquid Hand Soap.

Green Seal Certified Formula.

Dermatologist-tested, hypoallergenic.

Please see page 16 for further information

### Washing in the way nature intended; sanitizing to be sure.



## Dial® Hand Sanitizer

Kills 99.999% of common disease causing germs instantly.

Non-drying formulas help to soften and soothe hands.

Hand sanitizer foam delivers 10X more moisturization than if untreated.

Please see page 20 for further information

# Amenities

## Dial® Eco Smart® Amenity Dispensers

### Economical:

- At least 50% cost savings on amenities.
- 10%-15% increase in housekeeping's efficiency.

### Ecological:

- Up to 90% reduction of plastic waste.
- Bottle evacuates completely so no formula is wasted.

### Smart:

- Cross-contamination and tamper proof.
- 1 refill provides product for several months.

## Go Green & Save Green

*Switch to high quality soap, body wash, shampoo and conditioner refills!*



The Dial® Eco Smart® Amenity dispensers and refills provide an economical and ecological alternative to the traditional small bottle amenities!

Please see page 35 for further information

# Heavy Duty Hand Care Boraxo<sup>®</sup>

Boraxo<sup>®</sup> Orange Cleaner combines the scrubbing power of borax, pumice and eco-beads with the cleaning ability of orange oil.

Contains skin hydrating moisturizers, making it ideal for frequent use. Dermatologist-tested.

Parallel performance to Gojo Natural Orange Pumice Hand Cleaner\*.

\*Gojo Natural Orange are Trademarks of Gojo Industries, Inc.

## Kicks The Grime Off Your Hands<sup>®</sup> Since 1894!!



Boraxo<sup>®</sup> Orange Heavy Duty Hand Cleaner is great for removing grease, grime, ink, paint and tar from dirty hands.

Please see page 27 for further information

Contact your local Dial<sup>®</sup> Professional Sales Representative for updated price list.

# Air Care Renuzit®

Renuzit® Super Odor Neutralizer® eliminates tough tobacco smoke, bathroom and pet odors without having to retreat the area.

Super Odor Neutralizer® contains reactive fragrance ingredients that permanently bind the odor molecules rendering them odorless.

Renuzit® Adjustables can save up to 50% vs. other commercial air fresheners. They contain 97% natural ingredients and require no electricity.

## Freshness for Pennies per Day.®



Top-selling fragrance options provide air freshening and odor elimination without masking.

Please see page 29 for further information

# Laundry Care

## Purex® Laundry Detergent

Purex® Liquid Detergent comes in several popular scents, and is specially formulated with stain-fighting actives to get your clothes clean and fresh.

The enhanced formulas of Purex® Laundry Detergent give you a bright, white clean, and are compatible with all types of machines, including HE.

Purex® Laundry Detergent comes in a variety of value-added large sizes ideal for any commercial setting.

### Real Clean. Real Value.



Give your clothes a real, deep-down clean that everyone can see, feel, and smell - a clean from Purex® you can trust!

Please see page 33 for further information



Henkel is a Fortune Global 500 company headquartered in Düsseldorf, Germany. With more than 50,000 employees worldwide, we are among the most internationally aligned German-based companies in the global marketplace. People in approximately 125 countries worldwide trust in brands and technologies from Henkel.

Henkel is the name behind some of America's best-known brands. From Dial® soaps to Purex® laundry detergents, göt2b® hair styling products, Right Guard® antiperspirants, and Loctite® adhesives, Henkel brands are part of your daily life. Henkel has grown rapidly in North America during the past several years and now generates about 20 percent of worldwide sales in this region.

We believe that not all brands are created equal. That is why our products are hand-crafted to meet our valued customer's highest expectations. This is measured by the following facts:

1. The Dial® brand is preferred 7 times over the competition,
2. There is a Henkel product in 8 out of 10 U.S. households,
3. The preference for Dial® products extends from the home to the professional marketplace.

## BRANDS



**America's #1**  
Brand of  
Antibacterial  
Foaming Hand  
Soap\*



**#1** Brand of  
Non-Electric Air  
Freshener\*



**#1** Brand  
of Abrasive  
Cleanser\*



**#1**  
Antibacterial  
Soap  
Brand\*

**Real  
Clean.  
Real  
Value.**



Since **1894**,  
A Hands-On Heavy  
Duty Hand Cleaner  
Favorite



**#1** in  
Total Roach  
Baits\*



\*IRI Scan Data FDM+WM 52wks ending 2/22/2015.

## GREEN RUNS DEEP IN OUR ORGANIZATION



For more than 130 years, Henkel has worked toward sustainable development. Sustainability is part of our DNA. In our corporate values, we are committed to sustainable and responsible business practices. Through our brands and technologies, and as an employer, we work to meet the needs of people today without compromising the development opportunities of future generations. This principle applies to all our operations and throughout our entire value chain – from raw materials, production and logistics to the use and disposal of our products.

Henkel's 350,000 square foot facility spans more than 4.75 acres in Scottsdale, Arizona, and is home of the company's headquarters and R&D operations for the consumer goods division. The building holds a LEED (Leadership in Energy and Environmental Design) Certification.



## THE DIAL® PROFESSIONAL GREEN ASSURANCE PROGRAM®

Sustainability is integrated into Dial® Professional products as well, from formula to packaging. We are convinced that effective environmental protection and social responsibility are essential for our long-term success as a company.

Products within the Dial® Professional Green Assurance Program® meet and/or exceed the following green criteria:

- Biodegradable Formulas
- Dial® Basics Foam & Liquids are Green Seal Certified
- Meet CARB VOC Limits
- Hypoallergenic (Personal Care Products)
- IFRA Compliant Fragrances
- Non-Irritating Formulas (Personal Care Products)
- No Phosphates
- Biodegradable
- Safe for Aquatic Life
- Uses Recyclable Packaging



\*This product meets Green Seal™ Standard GS-41A based on effective performance and protective limits on VOCs and human & environmental toxicity. GreenSeal.org

Contact your local Dial® Professional Sales Representative for updated price list.

# THE DIAL® PROFESSIONAL DUO DISPENSER

**Touch-Free OR Manual**

**Collapsing 1.25L Refill Cartridge**  
*(Reduces Maintenance by 25% & Minimizes Waste)*



**Ratchet Closure**  
Prevents Bulk Filling

**Unique Pump Tips & Color Coordinated Closures**

**Locking Mechanism**  
Helps Prevent Tampering & Vandalism



**Translucent Backplate**  
*(Easy to View Soap Level)*

**View Window**  
*(Displays Soap Brand)*

**Healthier Skin. Healthier You.®**

## THE DIAL® DUO MANUAL REFILLS

	Dial Complete® Spring Water® Manual Foaming Refill Cartridge	Dial Complete® Original Manual Foaming Refill Cartridge	Dial® Basics Hypoallergenic Manual Foaming Refill Cartridge	Dial® Professional Hand Sanitizer Manual Foaming Refill Cartridge	Dial® Professional Hand Sanitizer Manual Gel Refill Cartridge
Case #	17000 13441	17000 05067	17000 05052	17000 05085	17000 13425
Size	1.25 Liter	1.25 Liter	1.25 Liter	1.2 Liter	1.2 Liter
Pack	3	3	3	3	3



## THE DIAL® DUO TOUCH-FREE REFILLS

	Dial Complete® Spring Water® Touch-Free Foaming Refill Cartridge	Dial Complete® Original Touch-Free Foaming Refill Cartridge	Dial® Basics Hypoallergenic Touch-Free Foaming Refill Cartridge	Dial® Professional Hand Sanitizer Touch-Free Foaming Refill Cartridge	Dial® Professional Hand Sanitizer Touch-Free Gel Refill Cartridge
Case #	17000 13437	17000 99135	17000 99150	17000 99153	17000 13413
Size	1.25 Liter	1.25 Liter	1.25 Liter	1.2 Liter	1.2 Liter
Pack	3	3	3	3	3



## THE DIAL® DUO MANUAL DISPENSERS

	The Dial® Duo Manual • Smoke	The Dial® Duo Manual • Pearl
Case #	17000 05028	17000 04953
Size	1.25 or 1.2 Liter	1.25 or 1.2 Liter
Pack	3	3



- Meets ADA guidelines -- extends less than 4" from the wall
- Up to 0.7 mL dosing per push (up to 1785 hand washes)
- Refill cartridges are easy and hassle-free to load and change out
- Dispenser is made of heavy duty ABS plastic (used to make football helmets)

## THE DIAL® DUO TOUCH-FREE DISPENSERS

	The Dial® Duo Touch-Free • Smoke	The Dial® Duo Touch-Free • Pearl
Case #	17000 99117	17000 99111
Size	1.25 or 1.2 Liter	1.25 or 1.2 Liter
Pack	3	3



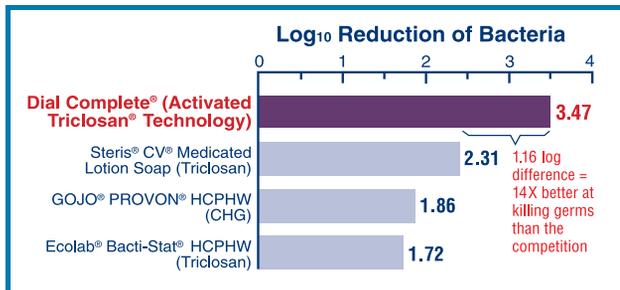
- Meets ADA guidelines -- extends less than 4" from wall
- Touchless soap dispensers help to minimize the risk of cross-contamination during hand washing
- Automatically dispenses a 0.5ml metered dose per activation (up to 2500 hand washes)
- Adjustable setting allows for easy control of dosage amount: 1, 2 or 3 activations
- Optional Drip Tray and Stand available

Contact your local Dial® Professional Sales Representative for updated price list.

**DIAL COMPLETE®**  
**#1 Doctor Recommended**  
**Antimicrobial Hand Wash**

## Superior Germ-Kill

The patented **Activated Triclosan® Technology** with fully unleashed germ-killing potential provides **14X better germ-kill** than other antimicrobial soaps containing triclosan, PCMX, or even CHG.



Dial Complete® Healthcare Personnel Handwash test conducted at Hilltop Research, Inc. Study #01-109083-11. Single wash with Serratia marcescens, ASTM E1174-00. Competitive product data obtained from manufacturer literature. Bacti-Stat® is a registered trademark of Ecolab, Inc. Provon® is a registered trademark of GOJO Industries, Inc. Steris® and CV® are registered trademarks of Steris Corporation. GOJO® is a registered trademark of GOJO Industries, Inc. Ecolab® is a registered trademark of Ecolab, Inc.



A cup scrub modification of ASTM E1174 hand wash method, with 20 second hand washes and Serratia marcescens ATCC 14756 marker organism. Dramatization only: Number of organisms shown does not reflect actual number of bacteria.

## Kills 99.999% of Common Germs

Dial Complete® Foaming Hand Soap demonstrated higher overall levels of germ reduction compared to other antimicrobial and Healthcare Personnel Handwash soaps. Even against antibiotic-resistant organisms such as hospital-acquired MRSA, community-acquired MRSA, and VRE, Dial Complete® Foaming Hand Soap was unmatched in its effectiveness in eliminating these pathogens.

Test Organisms	ATCC	Dial Complete® Antimicrobial Foaming Soap	Steris® Kindest Kare® Foaming Antimicrobial Handwash	Ecolab® Bacti-Foam® Healthcare Personnel Handwash	Kimberly Clark® Kimcare® Luxury Foam Antibacterial Soap	GOJO® Luxury Foam Antibacterial Hand Wash	DEB AeroGreen™ Foam Antibacterial Soap	Kutol® Foaming Antibacterial Hand Soap
		15 sec.	15 sec.	15 sec.	15 sec.	15 sec.	15 sec.	15 sec.
Acinetobacter baumannii	19606	>6.46	>6.20	>6.46	>6.46	>6.46	0.37	2.80
Candida albicans	10231	1.20	NR	0.16	NR	NR	NR	NR
Enterococcus faecalis (VRE)	51299	>6.15	NR	2.24	4.19	2.19	NR	1.95
Escherichia coli	11229	>5.61	>5.61	>5.61	2.33	NR	NR	0.01
Listeria monocytogenes	15313	>6.11	>6.11	>6.11	>6.11	3.20	2.62	>6.11
Pseudomonas aeruginosa	9027	>5.32	>5.32	>5.32	1.21	0.66	0.32	0.54
Serratia marcescens	14756	1.17	0.46	2.69	NR	NR	NR	NR
Staphylococcus aureus	6538	5.17	1.85	1.24	2.20	1.19	0.23	2.86
Staphylococcus aureus MRSA (Community-acquired)	33592	3.76	0.82	0.64	2.56	1.30	0.41	0.95
Staphylococcus aureus MRSA (Hospital-acquired)	33591	5.04	1.73	1.45	2.77	1.73	1.15	2.27
Streptococcus pneumoniae	6303	>2.99	2.58	>2.99	>2.99	>2.99	2.24	>2.99
Streptococcus pyogenes	14289	>4.34	>4.34	>4.34	>4.34	>4.34	3.25	2.67

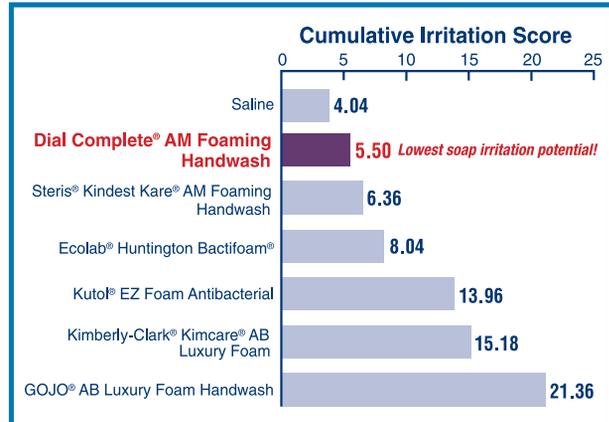
NR=No reduction of germs. \*Data on file. All soaps tested including Dial Complete (which has the ability to be used on dry hands) were diluted to a 75% concentration to simulate actual use conditions.

Bacti-Foam® is a registered trademark of Ecolab, Inc. Steris® and Kindest Kare® are registered trademarks of Steris Corporation. GOJO® is a registered trademark of GOJO Industries, Inc. Ecolab® is a registered trademark of Ecolab, Inc. Kutol® is a registered trademark of Kutol Products Company. Kimberly-Clark® and Kimcare® are registered trademarks of Kimberly-Clark Worldwide, Inc. DEB AeroGreen™ is a trademark of DEB SBS Inc.

FOAMING HAND SOAPS

## Superior Mildness

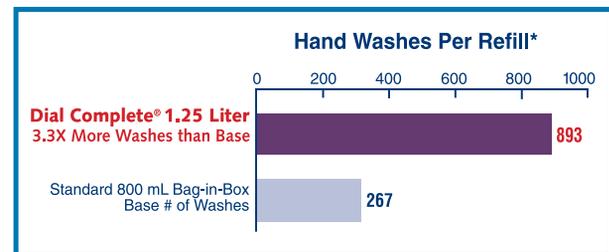
Its hypoallergenic foam is 25% milder than other hand soaps and is excellent for very frequent hand washing. Soothing skin conditioners like aloe and glycerin will leave your hands soft, smooth, and refreshed.



12 Day study conducted at Dial Clinical Research Laboratory, Study #TM&R-0003-08-TXC Dose Response Patch Test, April 2008. Steris® and Kindest Kare® are registered trademarks of Steris Corporation. Ecolab® and Bacti-Foam® are registered trademarks of Ecolab, Inc. Kuto® is a registered trademark of Kuto Products Company. Kimberly-Clark® and Kimcare® are registered trademarks of Kimberly-Clark Worldwide, Inc. GOJO® is a registered trademark of GOJO Industries, Inc.

## Superior Cost-Savings

Dial Complete® Foaming Hand Soap is more cost-effective than Bag-In-Box systems. Our controlled dispensing system and high volume lather yields 3.3 times more hand washes per refill.



\*Assumes two dispenser pushes per hand wash.

## Sustainable Product Attributes

- Biodegradable
- Safe for Aquatic Life
- Uses Recyclable Packaging



## FOOD SAFETY IN THE U.S.

While the food supply in the United States is one of the safest in the world, The CDC estimates annually

- 76 million people get sick
- Over 300,000 are hospitalized
- 5,000 die from preventable foodborne illness

Preventing foodborne illness and death remains a major public health challenge.

SOURCE: <http://www.cdc.gov/foodsafety>

**DIAL COMPLETE® ANTIMICROBIAL FOAMING HAND SOAP**

	Dial Complete® Tabletop Pump Original	Dial Complete® Tabletop Pump Foodservice	Dial Complete® Tabletop Pump Original	Dial Complete® Tabletop Pump Fresh Pear	Dial Complete® Tabletop Pump Power Berries	Dial Complete® Tabletop Pump Spring Water®
Case #	17000 00058	17000 06001	17000 02936	17000 02934	17000 03016	17000 05401
Size	7.5 oz.	7.5 oz.	7.5 oz.	7.5 oz.	7.5 oz.	7.5 oz.
Pack	8	8	8	8	8	8



	Dial Complete® Tabletop Pump Healthcare	Dial Complete® Professional Tabletop Pump Original	Dial Complete® Refill Original	Dial Complete® Professional Refill Original
Case #	23400 81075	17000 98606	17000 98976	17000 99795
Size	7.5 oz.	15.2 oz.	40 oz.	1 Gallon
Pack	12	4	6	4



	Dial Complete® Manual Foaming Refill Cartridge Original	Dial Complete® Manual Foaming Refill Cartridge Cool Plum	Dial Complete® Manual Foaming Refill Cartridge Foodservice
Case #	23400 00162	23400 81033	23400 00034
Size	1 Liter	1 Liter	1 Liter
Pack	6	4	4



	Dial® Duo Dial Complete® Manual Foaming Refill Cartridge Spring Water®	Dial® Duo Dial Complete® Manual Foaming Refill Cartridge Original	Dial® Duo Dial Complete® Touch-Free Foaming Refill Cartridge Spring Water®	Dial® Duo Dial Complete® Touch-Free Foaming Refill Cartridge Original
Case #	17000 13441	17000 05067	17000 13437	17000 99135
Size	1.25 Liter	1.25 Liter	1.25 Liter	1.25 Liter
Pack	3	3	3	3



Use with  
The  
Dial® Duo  
Manual or  
Touch-Free  
Dispenser  
See Page 16

## DIAL® BASICS HYPOALLERGENIC FOAMING HAND SOAP



**2.1X More Hand Washes  
than Liquid Soaps**



- Green Seal Certified® formula
- Dermatologist-tested & hypoallergenic
- Rich foaming lather with aloe & moisturizers
- Biodegradable, non-toxic to aquatic life

	Dial® Basics Tabletop Pump	Dial® Basics Tabletop Pump	Dial® Basics Refill
Case #	17000 06042	17000 98609	17000 98612
Size	7.5 oz.	15.2 oz.	1 Gallon
Pack	8	4	4



**Dial® Duo**

**Dial® Duo**

	Dial® Basics Foaming Refill Cartridge	Dial® Basics Manual Foaming Refill Cartridge	Dial® Basics Touch-Free Foaming Refill Cartridge
Case #	17000 06060	17000 05052	17000 99150
Size	1 Liter	1.25 Liter	1.25 Liter
Pack	6	3	3



Dial® Basics Foaming Lotion Soap with Aloe is a mild, pleasing soap that is gentle on the skin. Dermatologist-tested and hypoallergenic, Dial® Basics Foaming Lotion Soap rinses clean and is excellent for frequent handwashing. Dial® Basics is perfect for any commercial setting, including healthcare facilities, schools, offices, restaurants, daycares and more.

\*This product meets Green Seal® Standard GS-41A based on effective performance and protective limits on VOCs and human & environmental toxicity. GreenSeal.org

### MANUAL DISPENSERS

	<b>Dial® Duo</b> The Dial® Duo Manual • Smoke	<b>Dial® Duo</b> The Dial® Duo Manual • Pearl
Case #	17000 05028	17000 04953
Size	1.25 or 1.2 Liter	1.25 or 1.2 Liter
Pack	3	3



### TOUCH-FREE DISPENSERS

	<b>Dial® Duo</b> The Dial® Duo Touch-Free • Smoke	<b>Dial® Duo</b> The Dial® Duo Touch-Free • Pearl
Case #	17000 99117	17000 99111
Size	1.25 or 1.2 Liter	1.25 or 1.2 Liter
Pack	3	3



Contact your local Dial® Professional Sales Representative for updated price list.

**Broad Spectrum Antimicrobial Effectiveness**

Liquid Dial® Soap is effective against Gram-positive bacteria and Gram-negative bacteria.

1985 to Present



**Gram-positive bacteria**

- Enterococcus faecalis
- Enterococcus faecalis (VRE)
- Micrococcus luteus
- Staphylococcus aureus
- Staphylococcus aureus (MRSA)
- Staphylococcus epidermidis
- Staphylococcus haemolyticus
- Staphylococcus hominis
- Staphylococcus saprophyticus
- Streptococcus pyogenes Group A

**Gram-negative bacteria**

- Acinetobacter baumannii
- Acinetobacter lwoffii
- Burkholderia cepacia
- Enterobacter aerogenes
- Enterobacter cloacae
- Escherichia coli (2)
- Klebsiella oxytoca
- Klebsiella pneumoniae
- Proteus mirabilis
- Pseudomonas aeruginosa
- Serratia marcescens

**Yeast**

- Candida albicans (2)
- Epidermophyton floccosum
- Trichophyton ajelloi
- Trichophyton mentagrophytes
- Trichophyton rubrum

\* Based on Triclosan MIC Values

**All Dial® liquid hand soaps kill 99% of germs in a single wash.**

LIQUID DIAL® GOLD	
Active Ingredient	Triclosan 0.15%
pH	5.7
Fragrance	Classic Liquid Dial
Color	Gold
<b>Skin Conditioners</b>	
<ul style="list-style-type: none"> <li>• Glycerin - Humectant to Keep Skin Moist</li> <li>• Polyquaternium 7 - Skin Conditioner</li> </ul>	

LIQUID DIAL® WITH MOISTURIZERS & VITAMIN E	
Active Ingredient	Triclosan 0.15%
pH	5.7
Fragrance	Woody Citrus
Color	White Pearl
<b>Skin Conditioner</b>	
<ul style="list-style-type: none"> <li>• Glycerin - Humectant to Keep Skin Moist</li> <li>• Polyquaternium 7 - Skin Conditioner</li> <li>• Cocamidopropyl Betaine - Skin Conditioner</li> <li>• Vitamin E - Skin Conditioner and Antioxidant</li> </ul>	

LIQUID DIAL® SENSITIVE SKIN	
Active Ingredient	Triclosan 0.15%
pH	6.2
Fragrance	Light Floral
Color	Clear
<b>Skin Conditioners</b>	
<ul style="list-style-type: none"> <li>• Glycerin - Humectant to Keep Skin Moist</li> <li>• Cocamidopropyl Betaine - Skin Conditioner</li> <li>• Polyquaternium 7 - Skin Conditioner</li> </ul>	

**Liquid Dial® Gold**

Broad spectrum antimicrobial effectiveness with added skin conditioners for mildness.

**Liquid Dial® with Moisturizers & Vitamin E**

Broad spectrum antimicrobial effectiveness with extra moisturizers and conditioners to protect against dry skin. Ideal for frequent hand washing.

**Liquid Dial® Sensitive Skin**

Broad spectrum antimicrobial effectiveness. Extra mild, and formulated for very frequent hand washing. Hypoallergenic and dermatologist-tested for sensitive skin.



**SUSTAINABLE PRODUCT ATTRIBUTES**

**Liquid Dial®  
Antimicrobial Hand Soaps  
use recyclable  
packaging**

## DIAL® ANTIMICROBIAL LIQUID SOAP

	Liquid Dial® Gold	Liquid Dial® Gold Decor Pump	Liquid Dial® w/Moisturizers Decor Pump	Liquid Dial® Sensitive Skin Decor Pump	Liquid Dial® Gold Tabletop Pump	Liquid Dial® Sensitive Skin Tabletop Pump
Case #	17000 06059	23400 84014	23400 84024	23400 82834	23400 80790	23400 80784
Size	2.0 oz.	7.5 oz.	7.5 oz.	7.5 oz.	16 oz.	16 oz.
Pack	48	12	12	12	12	12



	Liquid Dial® Gold	Liquid Dial® w/Moisturizers	Liquid Dial® Sensitive Skin
Case #	23400 88047	23400 84022	23400 82838
Size	1 Gallon	1 Gallon	1 Gallon
Pack	4	4	4



	Liquid Dial® Gold Flex Pak	Liquid Dial® w/Moisturizers Flex Pak	Liquid Dial® Sensitive Skin Flex Pak
Case #	23400 97501	23400 95503	23400 91502
Size	800 mL	800 mL	800 mL
Pack	12	12	12



Use with Model 22 Dispenser  
See Page 22



	Liquid Dial® Gold Refill Cartridge	Liquid Dial® w/Moisturizers Refill Cartridge	Liquid Dial® Sensitive Skin Refill Cartridge
Case #	23400 84019	23400 84029	23400 82839
Size	1 Liter	1 Liter	1 Liter
Pack	8	8	8



Use with The Dial™ Dispenser  
See Page 25



Contact your local Dial® Professional Sales Representative for updated price list.



**DIAL® BASICS HYPOALLERGENIC LIQUID SOAP**

Dial® Basics soap is a mild, hypoallergenic liquid lotion soap that is gentle on the skin. With its fresh floral fragrance and rich lotion look and feel, Dial® Basics soap is a premium product with an emphasis on value. Perfect for any commercial setting including healthcare facilities, schools, offices, restaurants, daycares and more.



\*This product meets Green Seal™ Standard GS-41A based on effective performance and protective limits on VOCs and human & environmental toxicity. GreenSeal.org

**FORMULA SPECIFICATIONS**

<b>pH</b>	4.9
<b>Hypoallergenic</b>	Yes
<b>Skin Conditioners</b>	<ul style="list-style-type: none"> <li>• <b>Glycerin</b> - Humectant to Keep Skin Moist</li> <li>• <b>PEG-7 Glyceryl Cocoate</b> - Skin Conditioner/Emollient</li> <li>• <b>Cocamidopropyl PG-Dimonium Chloride</b> - Skin Conditioner</li> </ul>

	Dial® Basics Liquid Soap Decor Pump	Dial® Basics Liquid Soap Pump	Dial® Basics Liquid Soap Flex Pak	Dial® Basics Liquid Soap Refill Cartridge	Dial® Basics Liquid Soap
<i>Case #</i>	17000 06028	17000 06044	17000 06045	17000 06046	17000 06047
<i>Size</i>	7.5 oz.	16 oz.	800 mL	1 Liter	1 Gallon
<i>Pack</i>	12	12	12	8	4

See Page 25 for The Dial® Dispenser for Liter Liquid Soaps

See Page 10 for Green Seal™ Information



**SWEETHEART® PINK LOTION SOAP**

Sweetheart® Lotion Soap is an excellent cost-effective choice for use in almost any facility.

	Sweetheart® Pink Lotion Soap	Sweetheart® Pink Lotion Soap
<i>Case #</i>	23400 99506	23400 80846
<i>Size</i>	800 mL Flex Pak	1 Gallon
<i>Pack</i>	12	4



**SWEETHEART® ANTIBACTERIAL SOAP**

Recommended for hand washing to decrease bacteria on the skin. Use in any institutional environment. Contains Triclosan.

	Sweetheart® Antibacterial Soap
<i>Case #</i>	23400 96507
<i>Size</i>	800 mL Flex Pak
<i>Pack</i>	12



**LURON® EMERALD LOTION SOAP**

Luron® Emerald Lotion soap is formulated with added skin conditioners to help keep hands feeling soft and smooth after use. With its rich, viscous formula and creamy lather, Luron lotion soap is perfect for any commercial setting.

**FORMULA SPECIFICATIONS**

<b>pH</b>	6.2
<b>Fragrance</b>	Citrus Floral
<b>Color</b>	Clear Emerald Green

	Luron® Lotion Soap Refill Cartridge
<i>Case #</i>	23400 84050
<i>Size</i>	1 Liter
<i>Pack</i>	8



## DIAL® ANTIBACTERIAL HAND SANITIZER FOAM



**Kills 99.999% of germs instantly without soap and water.**

- Non-drying formula provides more visible and longer lasting hydration than Purell® Instant Hand Sanitizer Foam
- Dermatologist-tested
- Latex, non-latex, and CHG-compatible
- No added dyes or fragrances

Purell® is a registered trademark of GOJO Industries, Inc.

Dial® Hand Sanitizer Foam is alcohol-based but has a special moisture-lock system that is clinically proven to deliver 10 times more moisturization to the skin than if left untreated. As such, it visibly reduces the appearance of dry skin after use. Dial® Hand Sanitizer Foam meets OSHA, CDC, and FDA standards and guidelines.

	<b>Dial® Duo</b> Dial® Professional Foaming Hand Sanitizer Tabletop Pump Fragrance-Free	<b>Dial® Duo</b> Dial® Professional Foaming Hand Sanitizer Manual Refill Cartridge Fragrance-Free	<b>Dial® Duo</b> Dial® Professional Foaming Hand Sanitizer Touch-Free Refill Cartridge Fragrance-Free
Case #	17000 06040	17000 05085	17000 99153
Size	15.2 oz.	1.2 Liter	1.2 Liter
Pack	4	3	3



### MANUAL FOAMING DISPENSERS

	<b>Dial® Duo</b> The Dial™ Duo Manual • Smoke	<b>Dial® Duo</b> The Dial™ Duo Manual • Pearl
Case #	17000 05028	17000 04953
Size	1.25 or 1.2 Liter	1.25 or 1.2 Liter
Pack	3	3



### TOUCH-FREE FOAMING DISPENSERS

	<b>Dial® Duo</b> The Dial™ Duo Touch-Free • Smoke	<b>Dial® Duo</b> The Dial™ Duo Touch-Free • Pearl
Case #	17000 99117	17000 99111
Size	1.25 or 1.2 Liter	1.25 or 1.2 Liter
Pack	3	3



Contact your local Dial® Professional Sales Representative for updated price list.



Dial® Instant Hand Sanitizer provides convenient, effective germ-kill that works to kill harmful disease-causing germs, yet is gentle on the hands.

- Kills 99.999% of pathogenic germs in as little as 15 seconds
- Effective against bacteria, yeast & molds
- Dermatologist tested and hypoallergenic
- Fragrance and dye-free
- Contains added moisturizers and skin conditioners to soften and smooth the hands



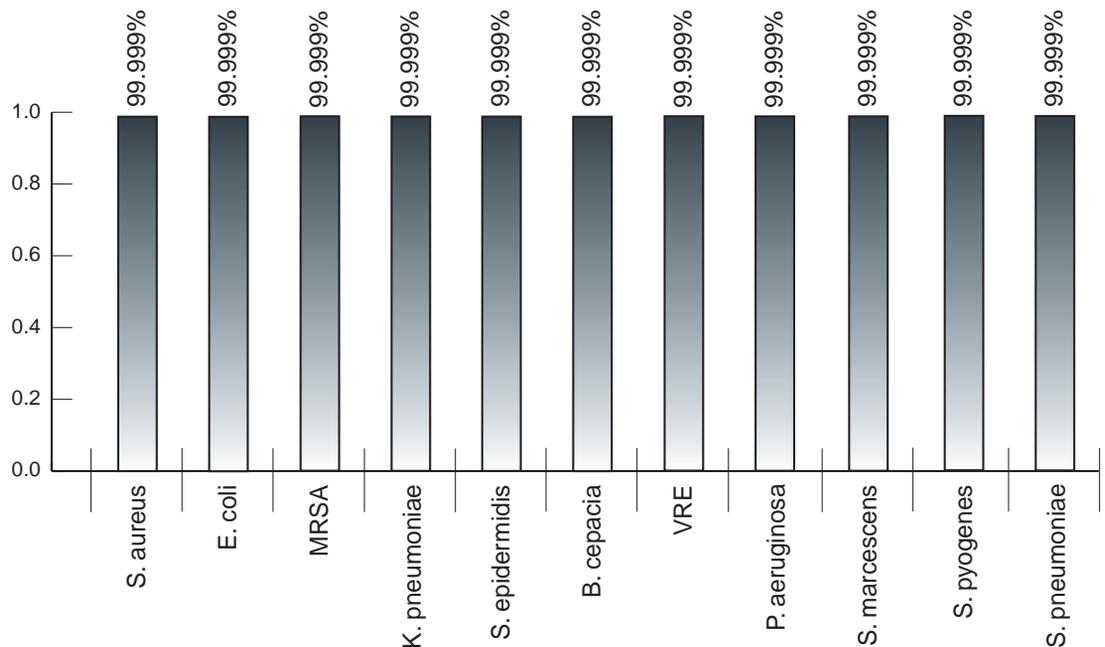
800 mL or 1250 mL DISPENSER STAND	
Case #	17000 09495
Size	800 mL or 1250 mL
Pack	1

Stand Dimensions:  
**HEIGHT: 50"**  
**WEIGHT: 15.11 LBS.**

### Time Kill Test

Specific test organisms were suspended in Dial® Instant Hand Sanitizer for 15 seconds.

The graph shows the percent of reduction in the organisms after exposure.



HAND SANITIZERS

## TESTIMONIALS

*"We have used Dial® Instant Hand Sanitizer and Dial Complete® Antimicrobial Soap for over 5 years at our acute care facility. Hand hygiene is the cornerstone to infection prevention. Having the right products that support hand cleansing compliance is critical to patient safety and prevention of healthcare acquired infections. The Dial® products have been well-received by staff and skin tolerance has been great."*

**Linda S., RN, BSN, CIC, Infection Preventionist, Employee Health**

## DIAL® ANTIBACTERIAL HAND SANITIZER

	Dial® Hand Sanitizer Citrus	Dial® Professional Hand Sanitizer Fragrance-Free	Dial® Hand Sanitizer Light Citrus	Dial® Professional Hand Sanitizer Fragrance-Free
Case #	17000 01203	23400 00685	17000 01219	23400 01585
Size	2 oz.	4 oz.	7.5 oz.	7.5 oz.
Pack	24	24	12	12



### Dial® Duo

### Dial® Duo

	Dial® Professional Hand Sanitizer Fragrance-Free	Dial® Professional Hand Sanitizer • Manual Gel Fragrance-Free Refill Cartridge	Dial® Professional Hand Sanitizer • Touch-Free Gel Fragrance-Free Refill Cartridge
Case #	17000 00213	17000 13425	17000 13413
Size	16 oz.	1.2 Liter	1.2 Liter
Pack	8	3	3



Use with  
The Dial® Duo  
Manual or  
Touch-Free  
Dispenser

See Page 12



## DISPENSERS FOR GEL HAND SANITIZERS

	Dial® Hand Sanitizer Fragrance-Free	Model 22 for 800 mL Liquid Soaps	Model 28 for 800 mL Liquid Soaps	Floor & Wall Guard
Case #	23400 95862	23400 03226	23400 03228	23400 00181
Size	800 mL	800 mL	800 mL	N/A
Pack	12	6	6	6



Model 22 and 28 Dispenser Dimensions:

**H: 10.25" • W: 5.25" • D: 4.00"**

(including push lever)

## TOUCH-FREE DISPENSER for 800 mL Flex Pak Refills

w/ Adjustable Dose Settings: 1 mL, 2 mL and 3 mL

Case #	23400 10000
Size	800 mL
Pack	6



- Uses existing 800 mL Dial® Flex Paks to assure purity of product
- A must-have anywhere cross contamination can occur
- Multiple dose selector (1 mL, 2 mL and 3 mL)
- Typical battery life of 9-12 months

Dispenser Dimensions:  
**H: 10.75"**  
**W: 6.8125"**  
**D: 4.6875"**

Contact your local Dial® Professional Sales Representative for updated price list.

# 5 Pillars of

## Heavy Duty Hand Care



Boraxo® Orange with pumice cleaner contains moisturizing ingredients to help hydrate your skin and is ideal for frequent use. Thick formula contains two powerful scrubbers to remove stubborn soils. It is designed to rinse clean and has a light citrus scent.

See page 27 for further information



**DIAL COMPLETE®**  
*#1 Doctor Recommended Antimicrobial*

## Amenities

The Dial® Eco Smart® Amenity Dispensers replace individual

amenity bottles and soaps while offering an environmentally friendly alternative that cut costs by at least 50% and offer nationally-preferred brand refills.

See page 35 for further information

# f Success

## Laundry Care

The new and improved Dirt Lift Action formula delivers even better on the Purex® brand promise to leave your laundry bright, white, and clean, and as always, for half the price of the leading brand!

See page 33 for further information



## Hand Care

In a public washroom, 86% of consumers would prefer to use Dial® soap over a similar branded or unbranded dispensed soap.\* Dial offers America's #1 selling liquid and foaming antimicrobial soaps in tabletop pumps and refills.<sup>1</sup>

See page 17 for further information

\*Synovate Public Restroom Soap Survey June 17, 2010  
<sup>1</sup>IRI Scan Data FDM+WM 52wks ending 10/6/2013.



Hand Wash

## Air Care

The #1 brand of non-electric air fresheners in the U.S. offers top selling fragrance options providing air freshening and odor elimination for up to 30 days.<sup>1</sup> The Renuzit® Adjustables offer at least 50% cost savings versus other commercial air fresheners and are made from 97% natural ingredients.

See page 29 for further information



<sup>1</sup>IRI Scan Data FDM+WM 52wks ending 2/22/2015.

## AWARD-WINNING DISPENSER DESIGN

### Reduce Soap Costs by up to 40%

- Adjustable dose rate (.76 mL, 1.2 mL, 1.54 mL) allows you to better control soap usage
- Factory setting of 1.2 mL vs. industry standard of 1.5 mL
- Our soap reservoir eliminates soap waste & provides continuous service to customers



	The Dial® Dispenser Smoke	The Dial® Dispenser Sapphire	The Dial® Dispenser Ice
Case #	23400 03922	23400 03924	23400 03920
Size	1 Liter	1 Liter	1 Liter
Pack	6	6	6



1 LITER LIQUID DISPENSER

## BRECK® HAIR CARE

	Conditioning Shampoo Refill Cartridge
Case #	23400 10002
Size	1 Liter
Pack	8



## BODY WASHES

	Dial® For Men Hair & Body Refill Cartridge	Dial® Spring Water® Antibacterial Refill Cartridge
Case #	23400 10003	23400 04031
Size	1 Liter	1 Liter
Pack	8	8



## THE DIAL™ DISPENSER FOR BODY CLEANSERS

	Breck® Conditioning Shampoo	Dial® For Men	Dial® Spring Water®
Case #	23400 10105	23400 10106	23400 06054
Size	1 Liter	1 Liter	1 Liter
Pack	6	6	6



Dispenser Dimensions:

**H: 12.34"**  
**W: 5.12"**  
**D: 3.98"**

D: includes push lever;  
deepest without  
lever = 3.90"

## DIAL® BODY & HAIR CARE

### Cleans the Body while Conditioning the Hair Hypoallergenic • pH Balanced

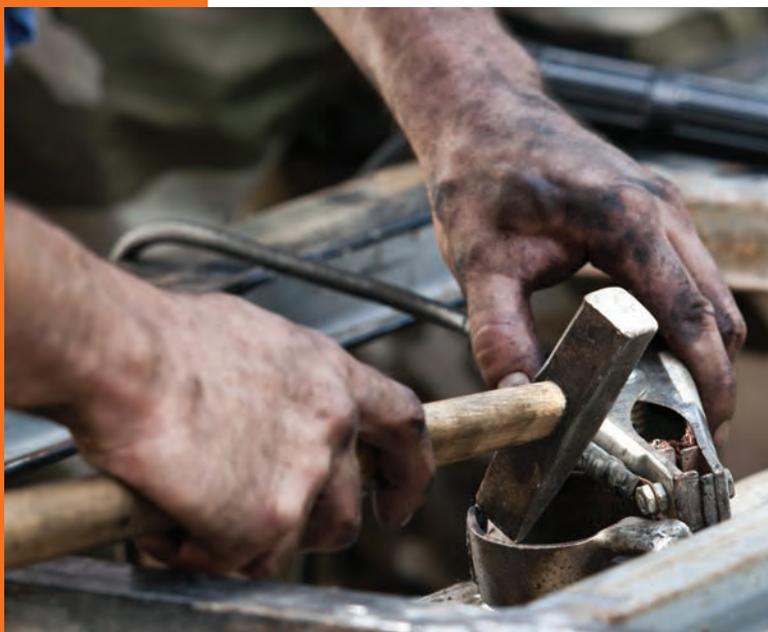
The fresh, fragrant formula of Dial® Body & Hair Shampoo has been specially formulated for effective cleansing of the entire body. Perfect for use in any facility, including fitness clubs, spas and nursing homes.

	Dial® Body & Hair Flip Cap	Dial® Body & Hair Flex Pak	Dial® Body & Hair Refill Cartridge	Dial® Body & Hair
Case #	23400 04014	23400 90504	23400 04029	23400 03986
Size	7.5 oz.	800 mL	1 Liter	1 Gallon
Pack	24	12	8	4



**INCLUDES ONE PUMP PER CASE**

Contact your local Dial® Professional Sales Representative for updated price list.



For more than 100 years, Boraxo® Heavy Duty Hand Cleaners have been the hands-on favorite in removing tough grease and grime from hard working hands. The Boraxo® brand was the first to combine the natural cleaning power of borax and soap.



**Kicks The Grime  
Off Your Hands!®**

## Powerful Hand Washing Solutions

- Formulated with natural pumice scrubber and orange oil for deep cleaning
- Uses a skin conditioning system to keep skin from drying out
- Designed to rinse clean and has a light citrus scent
- Parallel cleaning performance to GOJO® Natural Orange™ Pumice Hand Cleaner\*

\*Based on a blind clinical cleaning performance study on automotive adhesive/lubricant, printer's ink & paint, conducted August, 2012. GOJO® Natural Orange™ are trademarks of GOJO Industries, Inc.

### ORANGE HEAVY DUTY HAND CLEANER WITH DUAL SCRUBBERS

#### Boraxo® Orange Heavy Duty Hand Cleaner with Dual Scrubbers 2-in-1 Formula: **CLEANS & CONDITIONS**

*Formulated with dual scrubbers and orange oil for deep cleaning that is mild on the skin.*

	Boraxo® Heavy Duty Hand Cleaner with Scrubbers Refill Cartridge	2 Liter Dispenser for Boraxo® Heavy Duty Hand Cleaner	Boraxo® Heavy Duty Hand Cleaner with Scrubbers
Case #	17000 10991	17000 10989	23400 06058
Size	2 Liter	2 Liter	3 Liter
Pack	4	4	4



**HEAVY DUTY HAND  
CLEANERS**

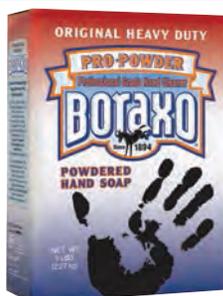
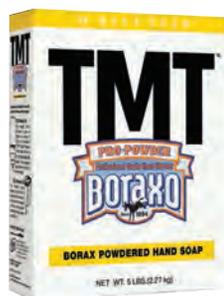
## BORAXO® HEAVY DUTY POWDERS

### Boraxo® Powdered Hand Soaps

The original powdered hand soap, and still the industry leader, dual action Boraxo® hand soap combines the scrubbing power of borax with the cleaning power of soap to easily dissolve grease and dirt when washing with water. All Boraxo® powdered hand soaps are 100% soluble and safe in septic systems.

- **TMT® Boraxo® Powdered Hand Soap** - 90% fine mesh borax, 10% soap.
- **Boraxo® Powdered Hand Soap** - The original 75% fine mesh borax, 25% soap for more cleaning power.

	TMT® Powdered Hand Soap	Boraxo® Original Heavy Duty Powdered Hand Soap	BORAXO® Powdered Hand Soap
Case #	23400 02561	23400 02203	17000 10917
Size	5 lb.	5 lb.	12 oz.
Pack	10	10	12



## BORAXO® LIQUID SOAP

	BORAXO® Liquid Hand Soap
Case #	23400 02709
Size	1 Gallon
Pack	4



### Boraxo® Liquid Soap

A cost-effective professional grade hand cleaner for use in almost any facility.

## TESTIMONIALS

*"I've used Boraxo powdered hand soap since "Death Valley Days" was on TV in the 1960's. This stuff always gets the grime off our family's hands better than any other product we've tried. My wife uses it after food preparation to remove food odors from her hands. It's a useful family soap and a familiar brand that we hope stays around for another generation."*

**Albert C.**

*"I am a car enthusiast and own five cars. My hands often get black with grease, oil and road grime while working on these cars. The Boraxo hand cleaner in the easy-to-use dispensers cleans my hands quickly without leaving my skin parched."*

**Terry H.**

# #1 Brand of Non-Electric Air Fresheners in the US\*



- Save at least 50% on refills versus other commercial air fresheners
- 97% Natural ingredients
- No electricity is needed

## Renuzit™ Wall Bracket

Top selling fragrance options provide air freshening and odor elimination for up to 30 days.



Renuzit™ Wall Bracket Pearl

Case	17000 04395
Size	7 oz.
Pack	6

	Renuzit® Adjustables Cone Super Odor Killer®	Renuzit® Adjustables Cone After The Rain®	Renuzit® Adjustables Cone Raspberry
Case #	19800 03659	19800 03663	19800 03667
Size	7 oz.	7 oz.	7 oz.
Pack	12	12	12



	Renuzit® Adjustables Cone Citrus Sunburst®	Renuzit® Adjustables Cone Apples & Cinnamon	Renuzit® Adjustables Cone Vanilla
Case #	23400 35000	19800 03674	19800 03661
Size	7 oz.	7 oz.	7 oz.
Pack	12	12	12



\*IRI Scan Data FDM+WM 52wks ending 2/22/2015.

AIR FRESHENERS  
& DEODORIZERS

## RENUZIT® AIR FRESHENERS AND DEODORIZERS

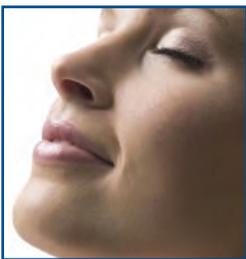


**Fresh, Clean,  
Long Lasting  
Fragrance  
is Preferred  
2-to-1\***



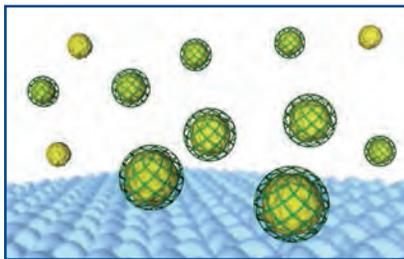
- Odor neutralizer with 3 uses:
  - 1. Air**
  - 2. Fabric**
  - 3. Carpet**
- Eliminates the toughest odors - tobacco smoke, bathroom and pet odors
- Patented odor neutralization/elimination technology is superior to cyclodextrin

## SUPER ODOR NEUTRALIZER® SUPERIOR TECHNOLOGY



### Reactive Fragrance Ingredients

Reactive fragrance ingredients that chemically react with malodorous substances rendering them odorless.



### "Cage-Like" Malodor Neutralizer

"Cage-like" malodor neutralizer permanently reacts with and binds the odor molecules, rendering them odorless.



### Release-Preventing Polymer

Special polymer binds the odor molecule to keep it from releasing back into the air.



**SUSTAINABLE  
PRODUCT ATTRIBUTES**

**Renuzit® Super Odor Neutralizer® Air Freshener  
is Non-Toxic to Aquatic Life  
and Biodegradable, 5.9% VOCs**

\*Based on blind consumer research fragrance preference study conducted June 2006. N=200 Consumer Response to: "How APPROPRIATE is this fragrance to be used in Hotel rooms, on Carpet & Fabric?"

Contact your local Dial® Professional Sales Representative for updated price list.

**SUPER ODOR NEUTRALIZER® AIR & FABRIC FRESHENER**

	<b>Renuzit® Super Odor Neutralizer® Pure Breeze®</b>	<b>Renuzit® Super Odor Neutralizer® After The Rain®</b>	<b>Renuzit® Super Odor Neutralizer® Neutralizer® Lavender</b>
<i>Case #</i>	23400 36043	23400 36003	23400 01704
<i>Size</i>	13 oz.	13 oz.	13 oz.
<i>Pack</i>	6	6	6



**PEARL SCENTS™ AIR FRESHENER**

	<b>Renuzit® Pearl Scents™ Blue Sky Breeze™</b>	<b>Renuzit® Pearl Scents™ Sparkling Rain</b>	<b>Renuzit® Pearl Scents™ Tranquil • Aromatherapy</b>	<b>Renuzit® Pearl Scents™ Serenity</b>
<i>Case #</i>	23400 02216	23400 02222	23400 02219	23400 02202
<i>Size</i>	9 oz.	9 oz.	9 oz.	9 oz.
<i>Pack</i>	8	8	8	8



## ANTI-PERSPIRANT DEODORANTS

- The most complete selection of odor and wetness protection products
- Time-tested and trusted Right Guard® brand strength
- Provides all day (and night) protection against odor and wetness
- Right Guard® Anti-Perspirant & Deodorant is available in aerosols, solids and gels in a variety of scents

### RIGHT GUARD® ANTI-PERSPIRANT DEODORANT

**Right Guard® Xtreme Defense® 5 Invisible Solids**  
New Protectate™ Odor Neutralizer, Time-Released,  
Blocks Sweat and Protects for 48 Hours

**Right Guard® Xtreme Defense® 5 Clear Power Gels**  
New Protectate™\* Odor Neutralizer, Responds Fast,  
Blocks Sweat and Protects for 48 Hours

**Right Guard® Sport 3D Odor Defense Invisible Solids**  
Long Lasting, Strong Fragrance, Anti-Stain Formula

**Right Guard® Sport 3D Odor Defense Clear Gels**  
No White Residue and Glides on Clean

**Right Guard® Sport 3D Odor Defense Aerosols**  
All Day Protection Against Odor & Wetness

### DIAL® ANTI-PERSPIRANT & DEODORANT

- Available in aerosol and roll-on in a variety of sizes

- Anti-Perspirant and Deodorant combines a powerful anti-wetness ingredient and special deodorant ingredients to fight odor-causing bacteria



\*Reg. U.S. Pat. and TM Off. U.S. Pat. Nos: D457,263; D474,964; 5,770,186; 6,838,032 & Pat. Pend. Protectate, used under license by Symrise GmbH & Co.

Case #	Description	Application	Fragrance	Size	Pack
					
<b>RIGHT GUARD® ANTI-PERSPIRANT DEODORANT</b>					
17000 06808	Right Guard® Xtreme Defense® 5	Invisible Solid Powerstripe®	Fresh Blast®	2.6 oz.	12
17000 06815	Right Guard® Xtreme Defense® 5	Invisible Solid Powerstripe®	Arctic Refresh®	2.6 oz.	12
17000 06807	Right Guard® Xtreme Defense® 5	Clear Gel	Fresh Blast®	4 oz.	12
17000 06812	Right Guard® Sport	Invisible Solid	Fresh	2.8 oz.	12
17000 06833	Right Guard® Sport	Invisible Solid	Triathlon®	2.6 oz.	12
17000 06951	Right Guard® Sport	Clear Gel	Active	3 oz.	12
17000 06837	Right Guard® Sport	Clear Gel	Fresh	3 oz.	12
17000 06806	Right Guard® Sport	Aerosol	Fresh	6 oz.	12
17000 06826	Right Guard® Sport	Aerosol	Powder Dry	6 oz.	12
17000 06811	Right Guard® Sport	Aerosol	Original Deodorant	10 oz.	12
					
<b>DRY IDEA® ANTI-PERSPIRANT DEODORANT</b>					
17000 06817	Dry Idea®	Clear Gel	Unscented	3 oz.	12
17000 06810	Dry Idea®	Roll-On	Unscented	3.25 oz.	12
					
<b>DIAL® ANTI-PERSPIRANT &amp; DEODORANT</b>					
23400 07686	Dial®	Roll-On	Scented	1.5 oz.	48
23400 00883	Dial®	Aerosol	Scented	4 oz.	24
23400 00884	Dial®	Aerosol	Unscented	4 oz.	24
23400 00886	Dial®	Aerosol	Scented	6 oz.	12

Contact your local Dial® Professional Sales Representative for updated price list.



- Purex® Laundry Detergents continue to offer its customers a competitive value proposition.
- Purex® Laundry Detergent offers a greater assortment of its larger sizes.
- The enhanced formulas of Purex® Laundry Detergent are compatible with all types of machines, including HE.
- Purex® Liquid Detergent continues to meet the needs of its customers for enhanced performance.

**Real Clean. Real Value.**

LAUNDRY PRODUCTS

**DETERGENT PAILS**



**Purex® Liquid or Powder Detergents** are great for everyday laundry. They penetrate deep down into fabric fibers, removing ground-in dirt and soils. Purex® Brand has stain fighting power to keep whites white and colors bright, and will leave your clothes clean and smelling fresh. It contains no phosphate and is biodegradable.



**Borateem® advanced lightweight formula** means more cleaning power and convenience. This improved formula helps keep clothes looking newer longer, by whitening whites, brightening colors, removing stains and fighting dinginess. Borateem® chlorine-free color safe powder bleach has an advanced stain remover and the Color Seal® Technology to help prevent fading. This laundry bleach works well in all temperatures and uses biodegradable cleaning agents.



	<b>Borateem® Non-Chlorine Color Safe Bleach</b>	<b>Professional Purex® LIQUID Mountain Breeze®</b>	<b>Professional Purex® POWDER Original Fresh</b>
Case #	23400 00145	24200 06354	24200 06355
Loads	160	410	188
Size	5 Gallon Pail	5 Gallon Pail	15.6 lb.
Pack	1	1	1



Purex® Detergents have Biodegradable Ingredients & No Phosphates

## PUREX® FREE AND CLEAR



This special formula is:

- hypoallergenic • dermatologist-tested • ideal for sensitive skin.

	Purex® Ultra Concentrate Free & Clear	Purex® Ultra Concentrate Free & Clear
Case #	24200 05020	24200 06040
Loads	100	50
Size	150 oz.	75 oz.
Pack	4	6

Purex® Free & Clear Detergent delivers the same great clean as other Purex® detergents, but contains no perfumes or dyes.

## PUREX® LIQUID DETERGENT

Ideal for everyday use, Purex® Liquid Detergent penetrates deep down into fabric fibers, removing ground-in dirt and stains. Purex® Liquid Detergent is specially formulated with stain fighting ingredients, so clothes and linens are always clean and fresh.

	Purex® Ultra Concentrate Mountain Breeze®	Purex® Ultra Concentrate Lavender Fresh
Case #	24200 05016	24200 05019
Loads	100	100
Size	150 oz.	150 oz.
Pack	4	4



## PUREX® NATURAL ELEMENTS® LIQUID DETERGENT

### Green doesn't mean you have to compromise on clean

Ultra Purex® Natural Elements® brand delivers the same cleaning benefits as regular Ultra Purex® detergents, but contains naturally sourced cleaning ingredients and natural fragrance extracts. All varieties are hypoallergenic and free of dyes; perfect for people with sensitive skin.



The Environmental Protection Agency's (EPA) Design for the Environment Product Recognition Program distinguishes chemical products that are safer for human health and the environment.

<http://www.epa.gov/dfe>



Purex® Natural Elements® Ultra Concentrate laundry detergent is the first concentrated laundry detergent to receive recognition from EPA Design for the Environment.

	Purex® Natural Elements® Ultra Concentrate Linen & Lilies®	Purex® Natural Elements® Ultra Concentrate HE Linen & Lilies®	Purex® Power Shot™ Natural Elements® Linen & Lilies®
Case #	24200 01134	24200 01120	24200 09357
Loads	100	50	90
Size	150 oz.	75 oz.	90 oz.
Pack	4	6	6

## PUREX® 1 LOAD

	Dry Detergent Vend Pack
Case #	24200 10245
Size	1.4 oz. • 1 Load
Pack	156

**EXTENDED  
STAY  
ACCESSORIES**



Contact your local Dial® Professional Sales Representative for updated price list.

# Go Green & Save Green

*High quality branded soap, body wash, shampoo and conditioner refills!*



**Environmentally-friendly\* Dial® Eco Smart® Amenity Dispensers with nationally preferred brand refills**

## **Eco-nomical**

- At least 50% cost saving over traditional amenities

## **Eco-logical**

- Each refill will keep approximately 220 small amenity bottles out of landfills
- The refill bottles are 100% recyclable

## **Smart**

- Offering guests the nationally preferred brand refills
- Helps eliminate cross-contamination

\*Helps eliminate up to 90% of waste generated by conventional "throw away" amenity bottles.



*Committed to Corporate  
Social Responsibility*

## DIAL® ECO SMART® AMENITY DISPENSER



## TESTIMONIAL



**Rich Schnakenberg**  
 Owner/Operator  
 Best Western PLUS  
 Tempe by the Mall



**PLUS**

*"ECO friendly-- added points for certifying our property Green Key 3."*

"During this 90 day study our management and guest services staff had several one-on-one conversations with guests and there were no complaints or negative comments. We have now installed 3 dispensers in all 158 rooms of our hotel."

**DIAL® ECO SMART® AMENITY LIQUID HAND SOAP REFILL**

	Liquid Dial® Gold Refill Cartridge	Dial® Basics Hypoallergenic Refill Cartridge
Case #	17000 98561	17000 99813
Size	15 oz.	15 oz.
Pack	6	6



**DIAL® ECO SMART® AMENITY BODY WASH REFILL**

	Dial® Spring Water® Antibacterial Body Wash Refill Cartridge	Dial® Yogurt Aloe Vera Body Wash Refill Cartridge
Case #	17000 99804	17000 99807
Size	15 oz.	15 oz.
Pack	6	6



**DIAL® ECO SMART® AMENITY HAIR CARE REFILL**

	Breck® Conditioning Shampoo Refill Cartridge	Dial® Pure Citrus Shampoo Refill Cartridge	Dial® Pure Citrus Conditioner Refill Cartridge	Dial® Professional Shampoo Refill Cartridge	Dial® Professional Conditioner Flex Bag Refill
Case #	17000 98549	17000 98954	17000 98957	17000 98963	17000 12256
Size	15 oz.	15 oz.	15 oz.	15 oz.	15 oz.
Pack	6	6	6	6	6



**DIAL® ECO SMART® AMENITY LOTION & HAND SANITIZER REFILLS**

	Dial® 7 DAY Moisturizing Lotion Flex Bag Refill	Dial® Professional Hand Sanitizer Flex Bag Refill
Case #	17000 12260	17000 12258
Size	15 oz.	15 oz.
Pack	6	6



**CONVERSION KIT**

	Dial® Eco Smart® Amenity Dispenser Flex Bag Conversion Kit
Case #	17000 12880
Size	15 oz.
Pack	24



**DIAL® ECO SMART® AMENITY DISPENSER**

	Cream	Silver	Black	Pearl	Bronze
Case #	17000 98589	17000 98583	17000 98592	17000 98586	17000 99225
Size	15 oz.				
Pack	6	6	6	6	6



## RETAIL BAR SOAP



Case #	Description	Bar Color	Size	Pack
<b><i>DIAL® DEODORANT BAR</i></b>				
17000 02401	Dial® Antibacterial Deodorant Bar - Wrap	Gold	4 oz.	72
17000 12402	Dial® Antibacterial Deodorant 18-3 Bar - Wrap	Gold	4 oz.	54
17000 02404	Dial® Antibacterial Deodorant 9-8 Bar - Wrap	Gold	4 oz.	72
17000 12410	Dial® Antibacterial Deodorant 18-3 Bar - Wrap	White	4 oz.	54
17000 02411	Dial® Antibacterial Deodorant 9-8 Bar - Wrap	White	4 oz.	72
10923 00095	Dial® 1.25 oz. Deodorant Bar - Unwrapped	White	1.25 oz.	500
10923 00098	Dial® 2.25 oz. Deodorant Bar - Unwrapped	White	2.25 oz.	200
<b><i>TONE® BAR</i></b>				
17000 10956	Tone® Skin Care Bar - Carton	Almond	3.5 oz.	48
17000 99270	Tone® Skin Care Bar - Carton	Almond	4.25 oz.	48
<b><i>DIAL® BASICS BAR</i></b>				
17000 10300	Dial® Basics - Retail Wrap - 3 Bar Banded	White	3.2 oz.	36



**DIAL®** Discover how Dial® brand gives your skin what it needs to feel healthy, smooth and beautiful.

**TONE®** Tone® body washes provide a daily indulgence by combining specialty-inspired ingredients in a creamy, moisture-rich lather for healthy glowing skin. Tone® body wash now contains Vitamin E.

Case #	Description	Size	Pack
<b>DIAL® BODY WASH</b>			
17000 02653	Dial® Spring Water®	16 oz.	6
17000 09289	Dial® Coconut Water	16 oz.	6
17000 99450	Dial® Triple Moisture	16 oz.	6
17000 11902	Dial® For Men Fresh Reaction - Alpine	16 oz.	6
17000 11897	Dial® For Men Fresh Reaction - Sub Zero	16 oz.	6
17000 04600	Dial® For Men Full Force®	16 oz.	6
<b>RIGHT GUARD®</b>			
17000 09344	Right Guard® Xtreme Body Wash - Hydrating	16 oz.	6
17000 09347	Right Guard® Xtreme Body Wash - Chill	16 oz.	6
<b>TONE® BODY WASH</b>			
17000 05014	Tone® Purifying Body Wash Daily Detox	18 oz.	6
17000 02741	Tone® Moisturizing Body Wash Mango & Cocoa Butter	18 oz.	6
17000 98945	Tone® Soothing Body Wash Oatmeal & Shea Butter	18 oz.	6

## HAND & BODY LOTIONS

Dial® 7-Day Lotions help keep your skin looking and feeling healthier and more beautiful all day long.

- Replenishing moisture
- 24 hour formula
- Nutrition for healthy skin

*Vitamins*  
*Amino acids*  
*Omega oils*  
*Minerals*



### Dial® 7-Day Replenishing Lotion Extra Dry Skin

Extra dry formula includes additional ingredients to deliver a more intense deep moisturizing benefit. Restores elasticity and provides skin protein building blocks.

### Dial® for Men Nutriskin® Hand & Body Lotion

Fast-absorbing & non-greasy formula is enriched with magnesium, niacin, amino acids and vitamins A, C & E. Helps keep your skin strong and resilient for 24 hours.

	Dial® 7-Day Replenishing Lotion Extra Dry Skin	Dial® 7-Day Replenishing Lotion Extra Dry Skin	Dial® for Men Nutriskin® Hand & Body Lotion
Case #	17000 99766	17000 99717	17000 99772
Size	21 oz.	3 oz.	21 oz.
Pack	6	6	6





**COMBAT® BAIT INSECTICIDE**

- #1 in total ant & roach baits\*
- Unsurpassed in product performance\*\*
- Combat® 12 month product lasts 2-4X longer than the leading consumer brands
- Easy to use
- One of the only consumer brands that contains fipronil, which provides unsurpassed speed of kill

\*Source: IRI, US FDMX+WM, 52 WK 2/22/15.  
 \*\*Compared to Raid® Brand  
 HCGI Studies: 07025, 07063, 07065, 08004, 09013, 09042.

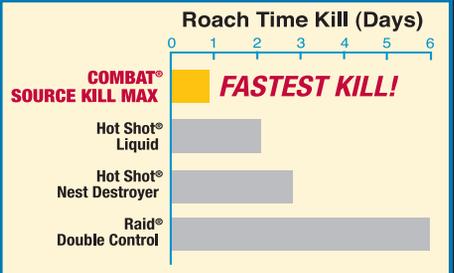
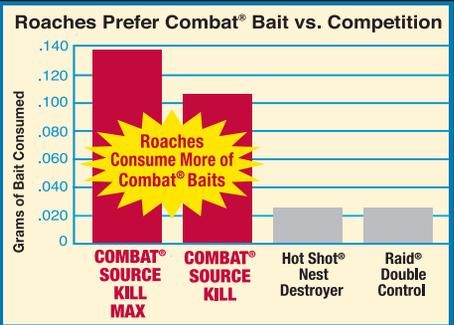
**COMBAT® ROACH & ANT BAIT STRIPS**

**NEW DISCREET DESIGN** Kills fast, easy to apply, no mess.

			
Case #		Roach Killing Bait Strips	Ant Killing Bait Strips
Size		23400 00974	23400 01000
Pack		10 ct.	5 CT.
		10	12

**COMBAT® ROACH BAIT & GEL**

**COMBAT® ROACH BAITS** are effective as roaches share the bait, killing other roaches and destroying the nest.



**COMBAT® Bait Features:**

- Easier and cleaner to use than sprays/foggers
- Targets nest
- Good for long-term control
- Can be used in several locations simultaneously



Consumption graph study conducted by Granovsky Associates, Inc. in 2008. Time Kill graph study conducted by HCGI in 2009. Raid® is a Registered Trademark of S.C. Johnson & Son, Inc. Hot Shot® is a Registered Trademark of Spectrum Brands, Inc.

## COMBAT® ROACH BAIT & GEL

	Source Kill Small Roach Bait	Source Kill Large Roach Bait	Source Kill MAX Small Roach Bait	Source Kill MAX Large Roach Bait
Case #	23400 41910	23400 41913	23400 51910	23400 51913
Size	12 ct.	8 ct.	12 ct.	8 ct.
Pack	12	12	12	12

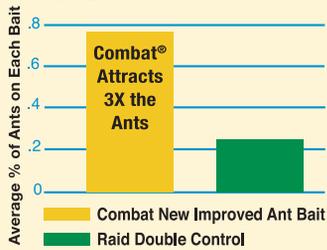


	12 Month Small Roach Bait	Source Kill MAX Roach Killing Gel	Source Kill MAX Roach Killing Gel
Case #	23400 97218	23400 51963	23400 51960
Size	18 ct.	30 g.	60 g.
Pack	6	12	12



## COMBAT® ANT BAIT & GEL

### Ant Bait Preference Test



### COMBAT® SOURCE KILL ANT BAITS

provide fast killing within hours.

**More ants on the bait**

**= A quicker distribution of the active ingredient**

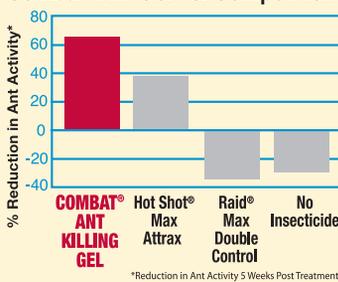
**= A quicker kill of the colony**



Combat® Quick Kill Ant Bait

Raid® Double Control

### Combat® Ant Gel vs. Competition



### COMBAT® ANT GELS

are effective as ants share the bait, killing other ants and destroying the nest or colony.

**COMBAT® Gel Features:**

- Target application to cracks and crevices
- Application can be hidden from view
- Works in hours
- Kills at the source



	Source Kill Ant Bait	Source Kill MAX Ant Killing Gel	Source Kill MAX
Case #	23400 45901	23400 55901	23400 97306
Size	6 ct.	6 ct.	27 g.
Pack	12	12	12



Raid® is a Registered Trademark of S.C. Johnson & Son, Inc. and Hot Shot®, Hot Shot® is a Registered Trademark of Spectrum Brands, Inc.

Contact your local Dial® Professional Sales Representative for updated price list.



- #1 Brand of abrasive cleanser<sup>1</sup>
- Popular & trusted brand among professionals
- Gentle on surfaces
- Deep cleaning formulation designed to rinse clean
- Great for removing stains, soap scum, mold, mildew, dirt & grease<sup>2</sup>
- Leaves surfaces smooth & polished

<sup>1</sup>Source: IRI Dollar Sales, week ending 2/22/15.

<sup>2</sup>Soft Scrub with Bleach Disinfectant Cleanser

\*Salmonella choleraesuis (Salmonella), Pseudomonas aeruginosa (Pseudomonas), Staphylococcus aureus (Staph), Streptococcus pyogenes (Strep), Athlete's foot fungus (Trichophyton mentagrophytes) in 3 minutes at full strength

### Commercial Soft Scrub® with Bleach Disinfectant Cleanser

Attacks tough cleaning jobs like grease, dirt, stains, mold, mildew and soap scum without damaging surfaces. Kills 99.9% of germs.\* Economical size with bilingual packaging. EPA Registered (EPA Reg. No. 64240-44-57125).

### Commercial Soft Scrub® Lemon Cleanser

Mild abrasive and versatile multi-purpose, non-bleach cleanser that is tough on grease, dirt and soap scum without damaging surfaces. Fresh lemon scent.

### Soft Scrub® Liquid Gel with Bleach

Non-abrasive bleach gel that penetrates tough stains and rinses clean. Specially formulated to clean the toughest stains with the power of bleach.

**Soft Scrub® with Bleach Offers:**

- 2-in-1 Benefit: Cleanser & Disinfectant
- Kills 99.9% of Germs\*

## SOFT SCRUB® CLEANSERS

	Commercial w/ Bleach Disinfectant Cleanser	Commercial Lemon Cleanser	Antibacterial w/ Bleach	Lemon Cleanser
Case #	23400 15519	23400 15020	23400 01602	23400 00865
Size	36 oz.	36 oz.	24 oz.	24 oz.
Pack	6	6	9	9



## SOFT SCRUB® TOTAL BATH & BOWL®

- New Soft Scrub® Total Bath & Bowl® Cleaner is specially formulated to tackle the unique cleaning challenges of the toughest bathroom grime.
- Safe on surfaces, including granite, cultured marble, plastic laminate, stainless steel and chrome.
- Powers through soap scum, limescale, calcium and hard water, leaving a sparkling fresh clean.



**FOAM** Soft Scrub® Total® Cleaner's unique trigger gives you the option of spraying a thick foam - perfect for toilet bowls and shower walls.



**SPRAY** Soft Scrub® Total® Cleaner's fine mist spray is ideal for wide surfaces like countertops.



## SOFT SCRUB® TOTAL®

	Soft Scrub® Total® Bath & Bowl®	Soft Scrub® Total® w/ Bleach
Case #	23400 00375	23400 99750
Size	25.4 oz.	25.4 oz.
Pack	9	9



## SOFT SCRUB® DISH

	Soft Scrub® Dishwashing Liquid	Soft Scrub® Automatic Dish Detergent
Case #	24900 00046	24900 10006
Size	2 oz. • up to 6 Loads	1 oz. • 1 Load
Pack	144	200



## SOFT SCRUB® GELS

	Advanced Surface Cleaner + Polish
Case #	23400 01018
Size	20 oz.
Pack	9



**SUSTAINABLE  
PRODUCT ATTRIBUTES**

Soft Scrub® Cleanser Uses Recyclable Packaging and Contains No Phosphorus

# HAND CARE SOLUTION GUIDE

## 7.5 oz Foaming Hand Soaps



Dial Complete® Foodservice 17000 06001  
 Dial Complete® Original 17000 00058  
 Dial Complete® Healthcare 23400 81075  
 Dial Complete® Original 17000 02936  
 Dial Complete® Fresh Pear 17000 02934  
 Dial Complete® Power Berries 17000 03016  
 Dial Complete® Spring Water® 17000 05401



Dial® Basics Hypoallergenic 17000 06042

## 15.2 oz Foaming Hand Soaps and Hand Sanitizers



Dial Complete® Original 17000 98606



Dial® Basics Hypoallergenic 17000 98609



Dial® Hand Sanitizer Fragrance-Free 17000 06040

## 128 oz Foaming Soap Bulk Refills



Dial Complete® Original 17000 99795



Dial® Basics Hypoallergenic 17000 98612

## 7.5 oz Liquid Soaps and Hand Sanitizers



Liquid Dial® Gold 23400 84014



Liquid Dial® Sensitive Skin 23400 82834



Liquid Dial® w/Moisturizers 23400 84024



Dial® Basics Hypoallergenic 17000 06028



Dial® Hand Sanitizer Fragrance-Free 23400 01585

## 16 oz Liquid Soaps and Hand Sanitizers



Liquid Dial® Gold 23400 80790



Liquid Dial® Sensitive Skin 23400 80784



Dial® Basics Hypoallergenic 17000 06044



Dial® Hand Sanitizer Fragrance-Free 23400 00213

## 128 oz Liquid Soap Bulk Refills



Liquid Dial® Gold 23400 88047



Liquid Dial® Sensitive Skin 23400 82838



Liquid Dial® w/Moisturizers 23400 84022



Sweetheart® Pink 23400 80846



Dial® Basics Hypoallergenic 17000 06047



# HAND CARE SOLUTION GUIDE

1.25 or 1.2 Liter  
Dial® Duo **Touch-Free** Dispenser



17000 99117    17000 99111

## Foaming & Gel Soap Refills, **Touch-Free**



Dial Complete®  
Spring Water® **FOAM**  
17000 13437



Dial Complete®  
Original **FOAM**  
17000 99135



Dial®  
Hand Sanitizer **FOAM**  
17000 99153



Dial®  
Hand Sanitizer **GEL**  
17000 13413



Dial® Basics  
Hypoallergenic **FOAM**  
17000 99150

1.25 or 1.2 Liter  
Dial® Duo **Manual** Dispenser



17000 05028    17000 04953

## Foaming & Gel Soap Refills, **Manual**



Dial Complete®  
Spring Water® **FOAM**  
17000 13441



Dial Complete®  
Original **FOAM**  
17000 05067



Dial®  
Hand Sanitizer **FOAM**  
17000 05085



Dial®  
Hand Sanitizer **GEL**  
17000 13425



Dial® Basics  
Hypoallergenic **FOAM**  
17000 05052

1 Liter **Manual** Foaming Dispenser



23400 06055    23400 06056    23400 06057

## Foaming Soap Refills, **Manual**



Dial Complete®  
Original  
23400 00162



Dial Complete®  
Plum  
23400 81033



Dial Complete®  
Foodservice  
23400 00034



Dial® Basics  
Hypoallergenic  
17000 06060

15 oz. Dial® Eco Smart®  
**Manual** Amenity Dispenser



17000 98586    17000 98583    17000 99225

## Liquid Soap Refills, **Manual**



Liquid Dial®  
Gold  
17000 98561



Dial® Basics  
Hypoallergenic  
17000 99813

1 Liter **Manual** Liquid Dispenser



23400 03922    23400 03924    17000 99508

## Liquid Soap Refills, **Manual**



Liquid Dial®  
Gold  
23400 84019



Liquid Dial®  
Sensitive Skin  
23400 82839



Liquid Dial®  
w/Moisturizers  
23400 84029



Luron®  
Lotions Soap  
23400 84050



Dial® Basics  
Hypoallergenic  
17000 06046

800 mL  
**Manual**  
Liquid Dispenser



23400 03226    23400 03228

800 mL  
**Touch-Free**  
Liquid Dispenser



23400 10000

## Liquid Soap Refills, **Manual or Touch-Free**



Liquid Dial®  
Gold  
23400 97501



Liquid Dial®  
Sensitive Skin  
23400 91502



Liquid Dial®  
w/Moisturizers  
23400 95503



Dial®  
Hand Sanitizer  
23400 95862



Dial® Basics  
Hypoallergenic  
17000 06045



Sweetheart®  
Antibacterial  
23400 96507



Sweetheart® Pink  
23400 99506

LEGEND:



ANTIBACTERIAL



NON-ANTIBACTERIAL



HAND SANITIZER



**PROFESSIONAL PRODUCTS  
PROFESSIONAL SOLUTIONS**

**HENKEL CONSUMER GOODS, INC.  
CONSUMER PRODUCTS HEADQUARTERS**

Diversified Markets Division  
7201 E. Henkel Way  
Scottsdale, Arizona 85255 USA  
©2015 Henkel Consumer Goods, Inc.  
1.800.253.3425  
[www.dialprofessional.com](http://www.dialprofessional.com)

**Henkel** Excellence is our Passion

