

For  
a **clean  
world**



Strong,  
sustainable,  
and smart

**wecoline®**



**“We want to be Europe’s best customer oriented professional for cleaning materials.”**

# Regard for each other, attention to quality

“Wecovi is a dynamic company that attaches great importance to family values,” says **Hans Paul Visscher**, the managing director and owner.



“This is exemplified by the way we work. We are transparent and like to keep our lines short. We know how to have fun, but we work hard and focus on results.”

Visscher took over the business from his father in 1997 and continued to work on its success. “A lot of people know us for our original non-woven cloths, but we now offer a comprehensive range of professional cleaning products.”

By maintaining close contact with customers, Wecovi knows exactly what they want. “This includes sustainable products. We take the environment into account without losing sight of the economic aspects.”

Short-term results might seem very appealing,

but Visscher prefers to make future-oriented investments. Here, too, he makes sustainable choices. The personnel policy, for example, has a strong focus on health and personal development. Wecovi has built a good reputation, thanks to its powerful microfibre products, innovative floor pads, and smart Clean 'n Easy cloths. Therefore the new mission shows great ambition.

“We want to be Europe’s best customer oriented professional for cleaning materials,” says Visscher with enthusiasm. “We will deliver these materials to our customers on time and efficiently. It’s quite a challenge, but I know we can deliver on that promise.”







# Our mission and vision

**Wecovi is working on a cleaner world. That is why you can find our high-quality products everywhere: from hospitals to cleaning companies and from school buildings to shopping centres.**

## **Mission**

We are the leading, internationally oriented partner, reliable and sustainable, operating on the basis of family values.

## **Vision**

We strive to ensure that Wecovi will become the best customer-oriented professional, supplying timely and

efficiently high-quality cleaning materials and hospitality products, produced worldwide, to European customers.

Wecovi will be a role model and an inspiration for the market and its employees in an innovative and sustainable manner. As a good employer, Wecovi offers employment and future prospects, and encourages and values personal development.

This leads to committed employees.

A man in a blue shirt is seated at a table in a meeting room, looking towards the camera. He is holding a red cloth in his hands. In the background, a woman is seated at the same table, looking towards the camera. The room has a green wall with a patterned design. The text is overlaid on the right side of the image.

**Sustainability affects everything. That is why Wecovi is careful in its dealings with people, the environment and the company. How do we do that?**



# How sustainable is Wecovi?

## Good for people

We value and respect each other. All Wecovi employees and suppliers are subject to the same code of conduct. We are against child labour, discrimination, harassment, violence, and sexism. Wecovi creates jobs for people with disabilities and also sponsors local sports and culture. Moreover, we support charities such as the Ronald McDonald house in Zwolle.

## Good for the environment

We take care of the earth. Wecovi uses green electricity and avoids wasting energy by using smart lighting, 900 solar panels and modern heating. Our bicycle courier collects our correspondence in the city.

We print as little as possible. When we do print, we always print double-sided and on responsibly-sourced FSC-certified paper. Are you also familiar with our microfibre cloths with the Nordic Ecolabel? These are extremely durable and meet the most stringent requirements concerning health, environment and climate. We are really proud of this.

## Good for business

We believe in satisfied employees. People perform better when they feel good, and that benefits everyone. It is good for the customer and thus also for our company. Wecovi therefore gladly invests time and money in them. If there is anything we economise on, it is mainly energy consumption.



## Our sustainable solutions

*Wecovi is amazingly innovative. Our new products are not only powerful, but also sustainable.*

*This is exactly what the professional cleaning industry requires. Take, for example our biobased cleaning cloth which have achieved important TÜV certification. Another example are our floor pads made of recycled plastic.*

*Together, we make the world cleaner.*

# Why Wecoline

**Our products are popular among cleaning companies. Facility managers responsible for purchasing know very well why they choose Wecoline. They have listed the most important reasons for us.**

## Wecoline, because we...

- ✓ Let the customer perform extensive tests
- ✓ Always contribute ideas and resolve problems
- ✓ Understand the market best
- ✓ Offer the customer excellent after-sales service
- ✓ Use expert and devoted advisors
- ✓ Are an expert within the professional cleaning industry
- ✓ Offer powerful and sustainable cleaning concepts







**Our strong,  
sustainable,  
and smart  
cleaning  
solutions**



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STRONG  
CLEANING  
SOLUTION

**1**

**Microfibre**  
page 12

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SUSTAINABLE  
CLEANING  
SOLUTION

**2**

**Floor pads**  
page 14

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SMART  
CLEANING  
SOLUTION

**3**

**Clean 'n Easy**  
page 16





STRONG  
CLEANING  
SOLUTION

1

**Microfibre**

## The microfibre cloth offers a lot of benefits:

- ✓ The cloth requires only a little bit of water
- ✓ It requires less steps and therefore saves time
- ✓ The cloths last a long time in spite of intensive use
- ✓ Certified with the Nordic Ecolabel

**“You immediately notice the quality. The microfibre cloths are really strong. When used damp, they pick up a lot of dirt. I use them daily and frequently wash them. They last a really long time. That is what I find really sustainable.”**

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Joeri, owner of cleaning company









**Powerful through reuse: Americo floor pads**

Wecovi embraces the circular economy. Reuse is not only sustainable, but also offers smart opportunities. Take for example the floor pads in our Americo line. These pads are made of a water-based resin and recycled PET plastic. That's right: empty bottles and packaging. Our Wecline brand even offers sixteen varieties. They are suitable for all uses and carry the prestigious Green Seal™ eco label. This is because these pads biodegrade even faster thanks to their composition.



**“Stripping after 30 years and preserve with cleaning agents we now only use the diamond method.”**

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Fred, independent facility advisor  
(not depicted in photo)





SMART  
CLEANING  
SOLUTION

3

Clean 'n Easy



### Safely clean

Cleaning properly is always important, but it is even more important in healthcare. This industry demands optimal hygiene. Our Wecoline brand is happy to comply with those demands, with user-friendly and powerful products.

### Stringent regulations

Our range of products meets the most strict requirements and offers everything needed to reliably clean anything from floors and walls to objects and other surfaces.





**“We love using Clean 'n Easy.  
The ready-to-use cloths  
swiftly clean surfaces and are  
easy to use. This minimises  
breeding grounds for micro-  
organisms, which is reflected  
in the ATP measurement.”**

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Stefan, infection prevention expert  
(not depicted in photo)



# Wecoline concept development: from idea to implementation



03041050  
Allure microfibre  
flat mop scrub

03041030  
Allure microfibre  
flat mop

03010140  
Allure microfibre  
cloth with  
scrubbing  
edge

03010150  
Allure microfibre  
cloth

03010820  
Allure microfibre  
glass cloth

03013170  
Allure microfibre  
glass and metal  
cleaning cloth

03030446  
Allure interior  
sweeper frame

03030706  
Allure ergonomic  
telescopic handle

ALLURE  
MICROFIBRE  
CONCEPT

03031079  
Allure microfibre  
floor set

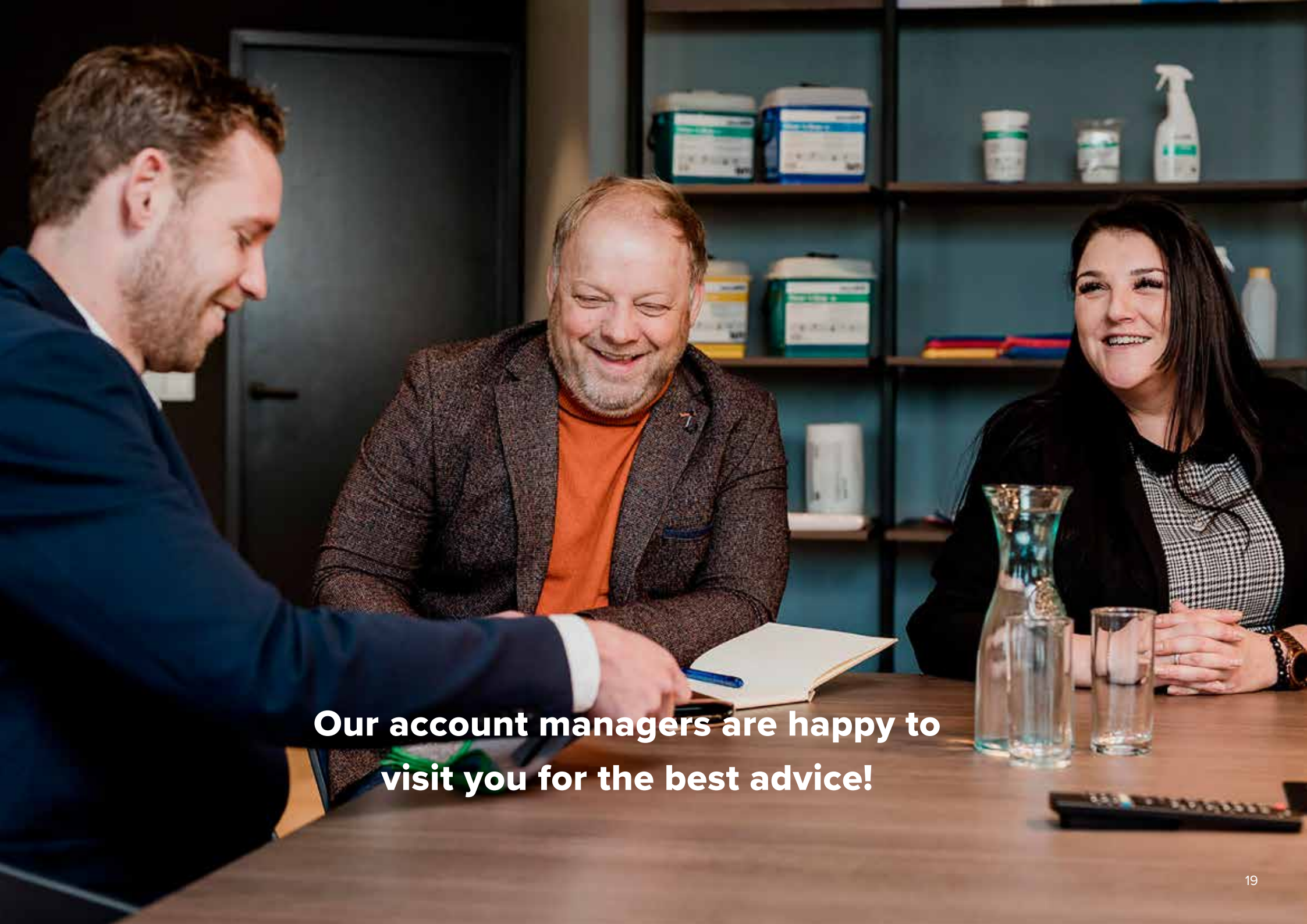
03031069  
Allure microfibre  
starter set

Allure  
microfibre  
sets make  
work easy

03031089  
Allure microfibre  
interior set

03030908  
Wecoline Allure  
spray handle

To provide you with the best possible service, we think in terms of concepts. For the purposes of the concept development, we maintain close contact with the distributors and the end users. We show one of our concepts here as an example: **the Allure microfibre concept.**



**Our account managers are happy to visit you for the best advice!**



Wecoline distributor:



Contact?  
Scan the QR code



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