

For
a **clean
world**



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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.”





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.

Our mission and vision

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 with dark hair, wearing a blue button-down shirt, is seated at a table in what appears to be a meeting or office setting. He is looking off-camera with a thoughtful expression, his hands clasped together. In the background, a woman with long dark hair is also seated at the table, looking towards the camera. The table in front of them has some papers and a glass. The background features a wall with a green, leaf-like pattern. A semi-transparent blue overlay covers the right side of the image, containing white text.

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**



STRONG
CLEANING
SOLUTION

1

Microfibre
page 12

SUSTAINABLE
CLEANING
SOLUTION

2

Floor pads
page 14

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.”

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 Wecoline 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.





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.”**

Stefan, infection prevention expert
(not depicted in photo)



Wecoline concept development: from idea to implementation



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.

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



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

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