

Liquid Warewashing Program

Innovation Reference Guide

Clean Dishes. Clear Satisfaction. Everyday.



Your guide for converting current liquid customers, supporting pricing conversations and driving incremental gain.

One, simplified program with:

- ✓ Enhanced Solutions
- ✓ Easy Conversions
- ✓ Results to Win Against Competition

01 Understand The Program Benefits

Help deliver clean dishes and clear satisfaction everyday, in diverse water conditions and at an economical case cost, for customers.



A Versatile, Performance-driven Program to Remove Soils

Hard-working solutions tackle specific challenges — from managing diverse water conditions to removing tough food soils



Warewashing Efficiencies to Help Save Time and Labor

Effective chemistry helps reduce rewash, hand polishing and dry times, while supporting employee compliance



Consistently Clean Dishes to Satisfy Guests

Clean, clear dishes and spotless glassware promote confidence in staff and enable positive guest experiences

02 Review The Chemistry Changes

- ✓ Improved polymer package suspends food soils better and reduces film on wares
- ✓ Surfactant package in rinse aid improves sheeting, reduces dry times and spots on glassware
- ✓ Specially formulated chemistry helps reduce surface rust and equipment maintenance needs; detergent color change from red to amber

03 Retain And Convert Existing Customers

- Conversion required for customers purchasing current machine WW liquid products. Rationalization of existing products is in August 2023.
- No SKU changes for All Purpose customers
- Conversion NOT recommended for customers purchasing solid products

Current Products					New Products			
Category	Tier	SKU	Description	Pack Size	Recommended/Same SKU		Description	Pack Size
Machine Detergent	All Purpose	6101545	Liquid Dishmachine Detergent	1-5 gal	Same SKU →	6101545	Liquid Dishmachine Detergent	1-5 gal
		6101544	Liquid Dishmachine Detergent	4-1 gal	Same SKU →	6101544		4-1 gal
	Heavy Duty	6101506	Ultra Liquid DM Detergent	2-1 gal	New SKU →			
Rinse Aid	All Purpose	6101549	Liquid Rinse Additive	1-5 gal	Same SKU →	6101549	Rinse Additive	1-5 gal
		6101550	Liquid Rinse Additive	4-1 gal	Same SKU →	6101550		4-1 gal
	Heavy Duty	6101925	High Solids Rinse Additive	2-5 qt (CL)	New SKU →	6102524	Rinse Additive Heavy Duty	2-1 gal
		6101555	Ultra Rinse Additive	2-1 gal	New SKU →			
Machine Sanitizer		6101522	Low Temp Dishmachine Sanitizer	4-1 gal	NA	6101522	Low Temp Dishmachine Sanitizer	4-1 gal
		6101521	Low Temp Dishmachine Sanitizer	1-5 gal	NA	6101521		1-5 gal

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04 | Gain and Grow New Customers

The two-tiered TRUPOWER program allows you to **tailor the program to the priorities of the customer's kitchen and the realities of their water conditions.**

	For Normal Conditions	For Tough Conditions
	<ul style="list-style-type: none"> ✓ Asset protection ✓ Improved dry times 	<ul style="list-style-type: none"> ✓ Asset protection ✓ Improved soil and stain removal ✓ Best dry time and plastic performance ✓ Hard water / TDS management
Kitchen Priorities and Conditions	All Purpose Program	Heavy Duty Program*
Standard Food Soils and Water Conditions	✓	✓
Fast Dry Times	✓	✓
Dishmachine Asset Protection	✓	✓
Improved Food Soil and Stain Removal		✓
Hard Water and High TDS Water Conditions		✓
Superior Dry Times		✓
Best Performance on all Wares and Plastics		✓
Customer Type	<ul style="list-style-type: none"> Small scale operation that values simplicity and results Case cost conscious Not currently facing hard water, tough stains or TDS issues 	<ul style="list-style-type: none"> Facing tough stains and soils Seeking better results in hard water conditions Spending too much time on rewash and hand polishing

* In comparison to ProClean All Purpose Program

05 | Start the Conversation

Visit the [ProClean page on sales support](#) for more information and resources.



Email Templates



Sell Sheet



Customer Presentations

Internal FAQs:
for additional knowledge
regarding the launch
and conversion.