

CelluPlus™ – Ecovative™ Data Sheet

# Long-lasting Cleaning Comfort



ecovative



## CelluPlus™ Long-lasting Cleaning Comfort

CelluPlus™ is a multi-purpose sponge based on an innovative polyester-PUR foam technology that makes cleaning easier and more efficient. It is suitable for a wide range of household applications, including the cleaning of surfaces in the kitchen, bathroom and furniture.



This novel foam is an ideal alternative to cellulose, as it offers hydrophilic properties for excellent water absorption and dry wiping & cleaning behavior, similar to a cellulose sponge, but with a much higher durability as it does not disintegrate with time.

### PLANET



#### Resource conservation

- High material efficiency through longer lifetime due to improved material resistance, thus the product does not crumble or disintegrate with time

### PEOPLE



#### Health protection

- Prevention of mold growth as the foam does not trap residue and particles. This helps to avoid unpleasant smell

#### People safety

- Hygiene in the kitchen is of central importance to prevent food-borne infections. The sponge can be machine washed at up to 75 °C, which kills harmful germs and bacteria

### PERFORMANCE



#### Optimized functionality

- Excellent water absorption thanks to the hydrophilic material properties while providing perfect wiping and cleaning behavior similar to cellulose sponges

**Learn more** - Discover our brochure "CelluPlus™ - Comfortable Cleaning in One Wipe With Innovative Janitorial Sponge" or visit the sponge section of our [website](#).

#### Contact us

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The Ecovative label stands for our promise "Best in Foam - Sustainable through Innovation" and is our award for innovative product solutions with special sustainable and economic value.