

**ISOGEN**  
Line

**Macler\***

# Isogen 722

**Formulated from a fine synergy** between special actives to combine the best cleaning performance with the most competitive costs.





## HOUSEHOLD

- Multi-Purpose
- Fragranced Cleaner
- Degreaser
- Oven and Stove Cleaner
- Stain Remover



## PROFESSIONAL

- Multi-Purpose Concentrate
- Plate and Grill Cleaner
- Degreaser
- Descaler

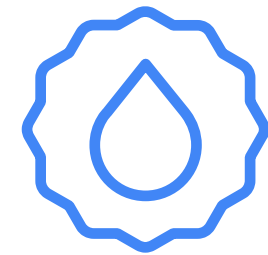


## AUTOMOTIVE

- Degreaser
- Multi-Purpose Cleaner
- Bug Remover

# Applications

# Benefits



**Dissolves** quickly



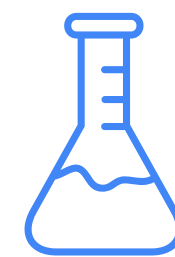
Replaces **advantageously** (*performance and cost*) the most traditional surfactants such as **Sulfonic Acid** and **Nonyl Phenol** Ethoxylate



**Cold application**



**Solubilizes fragrance**, no other emulsifier is needed



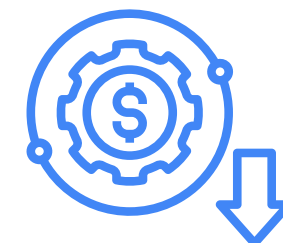
Formulations with **high stability**, even in extreme pH's (*acidic and alkaline*) and in the presence of Peroxide



**Odorless**



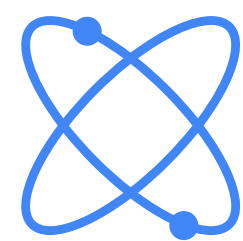
**No need to use** Butylglycol or hydrotop



The only surfactant in the formulation, **which reduces:** Cost, manpower, process time and raw material and inventory space



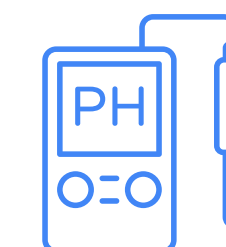
**Non-controlled product:** Safe for the operator and for transport



**Compatible with any ionic system** - cationic, anionic and non-ionic



**Green and sustainable appeal.** *Phenol-free* and from renewable sources



There is no need for **neutralization**

Check out the **presentation video**:



<https://youtu.be/UBr1-9YPhS8>

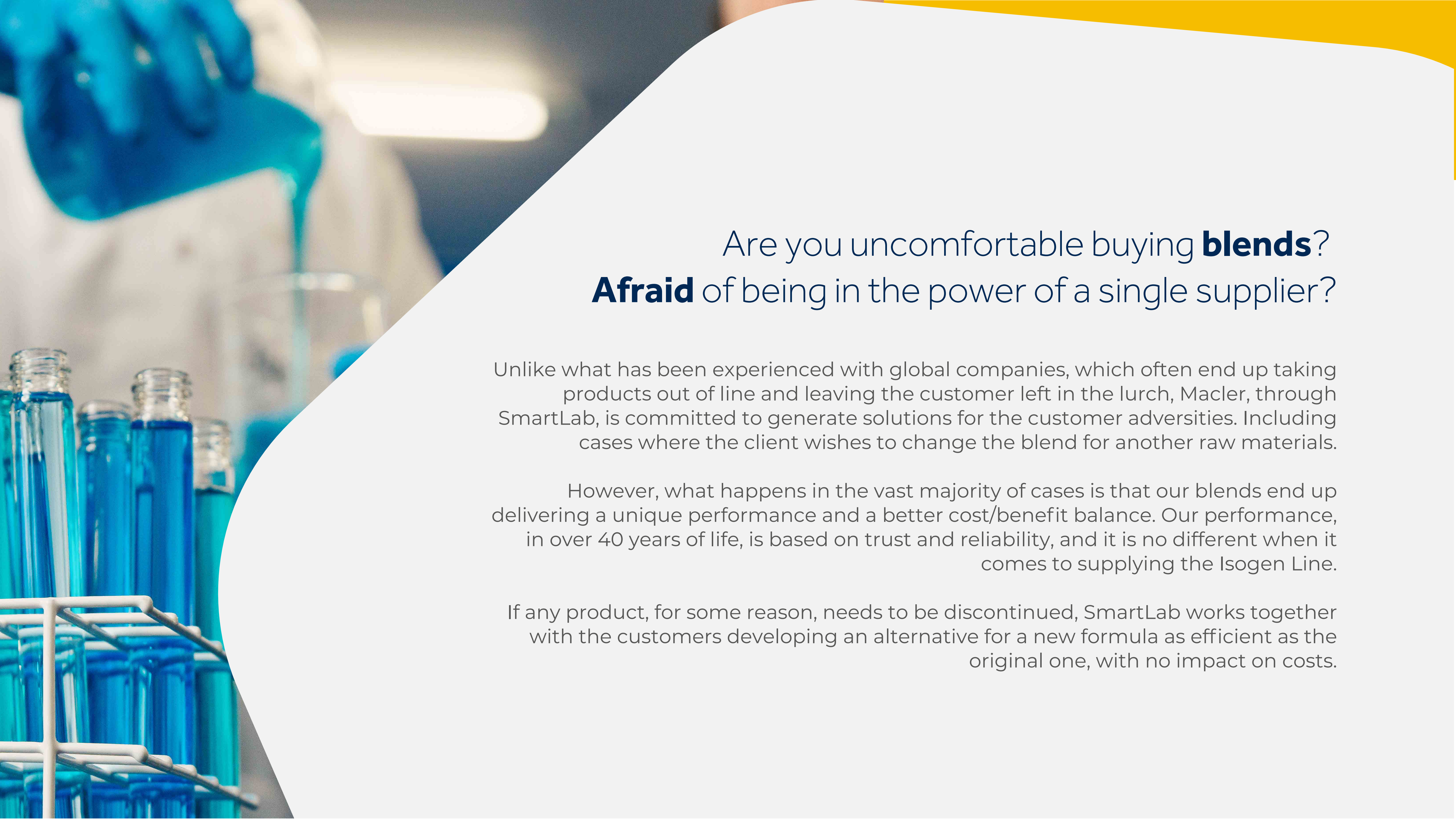
# ISOGEN Line

**Isogen** is a line focused on solutions for the sanitizing area developed by Smart**Lab**.



There are several solutions built with results of **years** of research, development, and experience in customer service and technical support in this market.

**Isogen** Line solves situations such as: cost, performance, handling and process improvements, storage space.



Are you uncomfortable buying **blends**?  
**Afraid** of being in the power of a single supplier?

Unlike what has been experienced with global companies, which often end up taking products out of line and leaving the customer left in the lurch, Macler, through SmartLab, is committed to generate solutions for the customer adversities. Including cases where the client wishes to change the blend for another raw materials.

However, what happens in the vast majority of cases is that our blends end up delivering a unique performance and a better cost/benefit balance. Our performance, in over 40 years of life, is based on trust and reliability, and it is no different when it comes to supplying the Isogen Line.

If any product, for some reason, needs to be discontinued, SmartLab works together with the customers developing an alternative for a new formula as efficient as the original one, with no impact on costs.

# Macler \* SmartLab



Contact our Smart**Lab** and see how **Macler** is able to deliver **much more** than just a sample.



We will take all our laboratory and **know-how** packed in the shape of a prototype of the product you intend to develop.

Live the **experience** of having a **strategic partner** at your service. Count on Smart**Lab**!



**Macler\***

Our chemistry  
in **harmony**  
with your routine

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