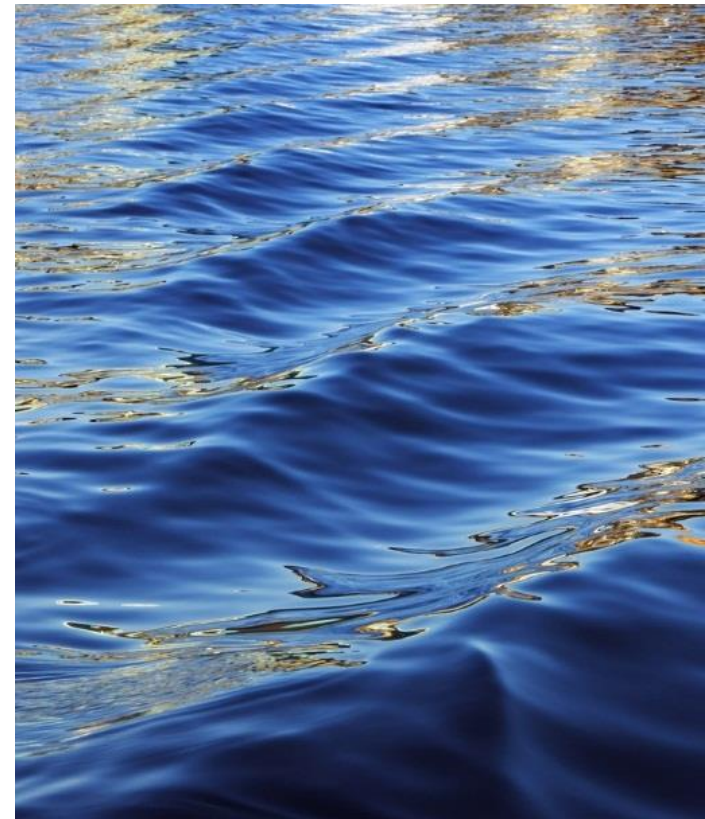




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# GECA

CPv2.21-2012 CLEANING PRODUCTS

## Who are GECA?

- **GECA** is a not-for-profit, membership based entity established to recognise and promote environmental excellence in goods and services available to Australian customers.
- The core activity of **GECA** is the establishment of product and service standards to allow products and services to be certified with the *Environmental Choice Australia Ecolabel*.



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## Who are GECA?

- **GECA** is the Australian member of the *Global Ecolabelling Network (GEN)*. **GEN** is an international network of national Ecolabelling programs that operate to ISO 14024.
- The *Environmental Choice Australia Ecolabel* indicates that a product has been assessed from a whole of life perspective to a **GECA standard** and is independently certified as an environmentally preferable product.



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# CHEMICAL CERTIFICATION

*Milestone Chemicals Australia chose GECA as our third party certification partners...*

## Why?

### BENEFITS OF BUYING GECA CERTIFIED PRODUCTS.

#### Environmentally preferable.

- Deciding to choose GECA certified products means that you are making a better decision for the environment.
- GECA certified products or services have been rigorously and independently assessed to ensure they are environmentally preferable.



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## CHEMICAL CERTIFICATION Continued...

*Milestone Chemicals Australia chose GECA as our third party certification partners...*

### *Why?*

## BENEFITS OF BUYING GECA CERTIFIED PRODUCTS.

### Environmentally preferable.

- GECA is different from some other ecolabels because it takes into account the environmental impact of a product throughout its life — from where raw materials come from to how the product is eventually disposed of.



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## CHEMICAL CERTIFICATION Continued...

*Milestone Chemicals Australia chose GECA as our third party certification partners...*

### *Why?*

## BENEFITS OF BUYING GECA CERTIFIED PRODUCTS.

### Addresses health impacts

- We understand that you want to protect your family and those around you (not to mention yourself!), which is why we address the impacts that products have on human health.
- We ensure that our certified products consider the effects of toxic chemicals such as volatile organic compounds (VOCs) or carcinogenic substances on human health.



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## CHEMICAL CERTIFICATION Continued...

*Milestone Chemicals Australia chose GECA as our third party certification partners...*

### *Why?*

## BENEFITS OF BUYING GECA CERTIFIED PRODUCTS.

### Considers social impacts

- We care about the conditions in which certified products are manufactured, which is why GECA's standards consider the social impacts of the products it certifies, including safer and more ethical working conditions.



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## CHEMICAL CERTIFICATION Continued...

*Milestone Chemicals Australia chose GECA as our third party certification partners...*

### *Why?*

## BENEFITS OF BUYING GECA CERTIFIED PRODUCTS.

### Something for everyone

- GECA is a multi-sector program; meaning it has standards for many types of products from furniture to cleaning products, and paint to building materials.



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## CHEMICAL CERTIFICATION Continued...

*Milestone Chemicals Australia chose GECA as our third party certification partners...*

### *Why?*

## BENEFITS OF BUYING GECA CERTIFIED PRODUCTS.

### Better for business

- Purchasing GECA certified products can bring benefits to your business...
  - A healthy and sustainable work environment can improve the health and productivity of your staff as well as offering a cost-effective solution.
  - Furthermore, supporting your environmental aspirations by choosing GECA certified products can also be an important message to give to your staff and other stakeholders.



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# CHEMICAL RANGE

*Milestone Chemicals Australia GECA 'Third Party' Certified Product Range.*

- **LEMON PROOF**

Disinfectant, Detergent, Deodorant- for use in general cleaning and sanitation of most washable surfaces.

- **ENVIROKLEEN**

Natural general purpose cleaner; using the power of orange oil.

- **BOWL-KLEEN**

Heavy Duty Toilet Bowl & Urinal Cleaner.

- **KLEEN-ALL**

All purpose, shower & Bathroom cleaner.



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## CHEMICAL RANGE Continued...

*Milestone Chemicals Australia GECA 'Third Party' Certified Product Range.*

- **WINDOWKLEEN**

Glass, Mirror and Hard Surface cleaner.

- **FERN**

Neutral detergent re-odorant for general purpose floor cleaning and mopping.

- **KLEEN**

Ecologically and environmentally responsible general purpose detergent for manual dishwashing.



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# LEMON PROOF

## DISINFECTANT, DETERGENT & DEODORANT



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### TO ACHIEVE CERTIFICATION...

- Quaternary Ammonium Compound (QUAT) replacement to 'new generation twin-chain QUAT'; provides improved sanitation at lower concentrations.  
{1% Didecyl Dimethyl Ammonium Chloride}
- Readily Biodegradable to AS4351 standard.  
{minimum 70% degradation with 28 days}

## FEATURES & BENEFITS

### Environmental / Sustainable

ECO-label certified.

### Concentrated

Proved effective results, economical.

### Multi-purpose

Effective, time saving, economical.

## DIRECTIONS FOR USE

LEMON PROOF dilution rates:

**Light:** 10mls LEMON PROOF per 1 litre of Water

**Medium:** 17mls LEMON PROOF per 1 litre of Water

**Heavy:** 25mls LEMON PROOF per 1 litre of Water

Simply spray and wipe off immediately using damp sponge or cloth.

**Mopping:** Dilute 150ml LEMON PROOF into 10 litres of hot water, damp mop floor, and leave to dry.

When used to wash and disinfect floors treated with metalized sealers and polishers, LEMON PROOF leaves a residual coating which enhances the floor surface on buffing.



# KLEEN-ALL

Complete Bathroom Cleaner



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## TO ACHIEVE CERTIFICATION...

- Improved cleaning capabilities & reduced pH via addition of small quantity of ammonia, forming 'Ammonium Citrate' – excellent soap scale remover.  
{0.25% Ammonia [neutralised by Citric Acid]}
- Readily Biodegradable to AS4351 standard.  
{minimum 70% degradation with 28 days}

## FEATURES & BENEFITS

### Environmental / Sustainable

ECO-label certified.

### Concentrated

Proved effective results, economical.

### Multi-purpose

Effective, time saving, economical.

## DIRECTIONS FOR USE

**General cleaning:** Dilute 75ml KLEEN-ALL into 750ml dispensing bottle and fill with water (10:1)  
To hygienically clean all washable bathroom surfaces, spray KLEEN-ALL solution onto surface, allow contact time, and wipe with a damp cloth.

**Heavy duty:** Dilute 150ml KLEEN-ALL into 750ml dispensing bottle and fill with water (5:1)  
For built up rust, scale and grime removal, spray KLEEN-ALL solution onto surface, allow 5 minutes and clean with sanitary or scrubbing brush, rinse thoroughly.

**Mopping:** Dilute 150ml KLEEN-ALL into 10 litres of hot water, damp mop floor, and leave to dry.



# KLEEN

## Natural Liquid Detergent



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### TO ACHIEVE CERTIFICATION...

- No significant alteration required.
- Readily Biodegradable to AS4351 standard.

{minimum 70% degradation with 28 days}

## FEATURES & BENEFITS

### Environmental / Sustainable

ECO-label certified.

### Concentrated

Proved effective results, economical.

### Biodegradable

Socially & Ecologically responsible.

## DIRECTIONS FOR USE

**Manual Dishwashing:** 30mls for an average wash up or 50mls for very greasy dishes.

Using fully labelled bottle, squeeze required amount of KLEEN into sink and fill with warm-hot water.

Manually wash crockery, cutlery, pots & pans and glassware.

Rinse with clean potable water and allow to air dry.



# ENVIROKLEEN

Spray & Wipe Cleaner



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## TO ACHIEVE CERTIFICATION...

- Slight reduction in cleaning capabilities, via reduced d-limonene content.
- Readily Biodegradable to AS4351 standard.

{minimum 70% degradation with 28 days}

## FEATURES & BENEFITS

### Environmental / Sustainable

ECO-label certified.

### Concentrated

Proved effective results, economical.

### Multi-purpose

Effective, time saving, economical.

## DIRECTIONS FOR USE

**Spray & Wipe:** Use 1 part of ENVIROKLEEN to 10 parts water. Simply spray diluted solution onto surface and wipe off immediately, using a damp sponge or cloth.

**Floor Cleaning & Mopping:** Use 1 part of ENVIROKLEEN to 50 parts warm water. Damp mop solution onto floor, for the removal of general grime, dirt, oil and grease. Excellent for the removal of scuff marks on hard surfaces. Leave to air dry.



# FERN

## DETERGENT RE-ODORANT



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### TO ACHIEVE CERTIFICATION...

- Complete product re-formulation to achieve GECA standard. pH neutral detergent/re-odorant.
- Readily Biodegradable to AS4351 standard.  
{minimum 70% degradation with 28 days}

## FEATURES & BENEFITS

### Environmental / Sustainable

ECO-label certified.

### Concentrated

Proved effective results, economical.

### Multi-purpose

Effective, time saving, economical.

## DIRECTIONS FOR USE

**Bucket washing** -Mix 1 part FERN to 50 parts water (100ml to 5 litres water). Swab or mop onto floor using a scrubbing action. Mop off solution and allow to air dry.

**Auto scrubber** - Mix 2 parts FERN to 50 parts water (200ml to 5 litres water)  
Mop off solution and allow to air dry.

**Spray & Wipe:** 25mls FERN per 1 litre of Water  
Simply spray and wipe off immediately using damp sponge or cloth.



# BOWL-KLEEN

CITRIC ACID BASED BACTERIAL CLEANSER



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## TO ACHIEVE CERTIFICATION...

- Develop and formulate a Citric Acid based “high cling” liquid cleaner for use in toilet bowls and urinals. Loosely based on DEOD-A-BOWL.
- Readily Biodegradable to AS4351 standard.  
{minimum 70% degradation with 28 days}

## FEATURES & BENEFITS

### Environmental / Sustainable

ECO-label certified.

### Concentrated

Proved effective results, economical.

### Convenient

High ‘cling’, ensure product stays on surface.

## DIRECTIONS FOR USE

**Toilet bowls:** Decant undiluted BOWL-KLEEN into a dispensing bottle; apply to toilet bowl, allowing cleanser to run underneath rim and down into bowl. Using a sanitary brush, scrub the rim, sides and bottom of the bowl then flush. In case of bad stains, allow BOWL-KLEEN to stand, and then apply cleaning method.

**Urinals:** Decant undiluted BOWL-KLEEN into dispensing bottle; flush urinal, apply to top of urinal and allow product to run down to gutter. Scrub with brush and flush urinal. BOWL-KLEEN will clean and sanitise outlet pipes and remove odours.

# WINDOWKLEEN

## STREAK FREE GLASS AND WINDOW CLEANER



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### TO ACHIEVE CERTIFICATION...

- Slight alteration to formulation required, improved cleaning capability, less drying ability (slightly longer to dry).
- Readily Biodegradable to AS4351 standard.  
{minimum 70% degradation with 28 days}

## FEATURES & BENEFITS

### Environmental / Sustainable

ECO-label certified.

### Effective

Streak-free formula.

### Convenient

Spray on, Wipe off.

## DIRECTIONS FOR USE

### WINDOWS

1. Spray small quantity on surface.
2. Spread immediately with lint free cloth.
3. Buff with lint free cloth.

### MIRRORS

1. Spray directly onto clean lint free cloth and wipe mirror.
2. Buff using clean dry lint free cloth.

This product may be diluted up to 200mL WINDOWKLEEN to 1000mL water.



## CHEMICAL RANGE – Future Development

*As we gain a greater understanding of the impact GECA certified products can have on our customers, the marketplace and our business; we will develop additional products for certification...*

*Future Developmental Ideas...*

- **HAND SOAPS**
- **LAUNDRY DETERGENTS & POWDERS**
- **FOOD CLEANERS & SANITISERS**

*The scope for certification is limited and thus we MUST remain vigilant in our company beliefs; 'a good quality product, for a reason price'.*



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