



LES CONSEILS DU
PROFESSEUR INO

THE TIPS FROM
PROFESSOR INO





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HIGH EFFICIENCY DETERGENTS

WHAT DOES HE STANDS FOR?

With the advent of the front-loading washers, an increased number of detergents hit the market with a new formulation which are identified as HE and designed for these household appliances. HE washers work in a completely different way. As a result, the detergent used in HE washers need to work differently, too.

HE stands for high efficiency. HE laundry detergents are especially formulated for the washers that use less water than traditional washers - in fact, they only use from **20% to 60%** of the water used by traditional models.

As a result, HE detergents are formulated to be low-sudsing and quick-dispersing to get the best cleaning performance with HE washer. These detergents are also formulated to hold soils and dyes in suspension in low water volumes, so they don't re-deposit onto cleaned laundry.

DID YOU KNOW THAT WASHING PROBLEMS CAN OCCUR WHEN USING A TRADITIONNAL DETERGENT IN A HE WASHER?

Using a regular detergent in an HE washer can create too many suds. These suds can interfere with the washer's washing/tumbling action by "cushioning" the laundry, reducing soil and stainremoval performance and rinsing efficiency. These suds can also cause water and/or suds to overflow from the machine. These excess suds can also lead to residue buildup since they are not as easily rinsed away — and over time, they could lead to unpleasant odors, potential machine malfunctions or damage.

However, using a HE detergent in a traditional washer is not contraindicated but the results may not be optimal as desired. Because the detergent are especially formulated for low-water wash, the washing process can't be optimal for a larger volume of water.





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**DID YOU KNOW THAT INO SOLUTIONS PROVIDES THE INO WASH LINE,
WHICH INCLUDES 3 DIFFERENT PRODUCTS, 2 OF THEM ARE FORMULATED HE?**



**INO WASH 1
ELITE HE LAUNDRY
DETERGENT**

INO wash 1 is a concentrated liquid laundry detergent that cleans and freshens all washable fabrics. Its controlled sud formula is safe on all washable fabrics and works well in both hot and cold water.

NUMBER OF LOADS:
160

CODES
INO-WSH1-4 4 L
INO-WSH1-10 10 L



**INO WASH 2
CONCENTRATED LAUNDRY HE
DETERGENT**

INO wash 2 cleans and freshens all washable fabrics. Its high efficiency low sud formula is safe on all washable fabrics and works well in both hot and cold water. It brightens the colours of clothes. It is ideal for frontal load washers and can be used in conventional machines as well by slightly increasing quantity of detergent.

NUMBER OF LOADS:
133

CODES
INO-WSH2-4 4 L
INO-WSH2-10 10 L

