



# SANITATION GUIDE



COMPLETE HYGIENE SOLUTIONS FOR  
**CLEANER, SAFER &  
HEALTHIER SPACES**



COMPLETE  
**TOILET  
SANITATION  
SOLUTION**



**DEEP CLEAN  
& DISINFECT**



**KILLS GERMS  
& BACTERIA**



**FRESH SCENT  
& LONG LASTING**



**SAFE FOR PEOPLE,  
PIPES & SEPTIC TANKS**

**ULTRA  
GRIP**  
  
EXTRA THICK  
FORMULA FOR  
DEEP CLEANING  
& STAIN  
REMOVAL



**PUREWIPE  
TOILET  
CLEANER**  
  
POWERFUL  
CLEANING  
REMOVES TOUGH  
STAINS & FRESH  
FRAGRANCE



**P1  
TOILET  
CLEANER**  
  
ADVANCED  
FORMULA FOR  
HYGIENE &  
EVERYDAY CLEAN

## IDEAL FOR



**HOME  
BATHROOMS**



**OFFICES**



**HOTELS &  
RESTAURANTS**



**PUBLIC  
TOILETS**



**SCHOOLS &  
INSTITUTIONS**



**HOSPITALS &  
HEALTHCARE**



**HYGIENE  
YOU CAN  
TRUST**



**BETTER HYGIENE.  
BETTER TOMORROW.**

**PULIRE BIOSYSTEMS PVT. LTD.**

**B-223, Sector 108, Noida,  
Uttar Pradesh - 201301, India**

**+91 9899567157**

**MADE IN  
INDIA**

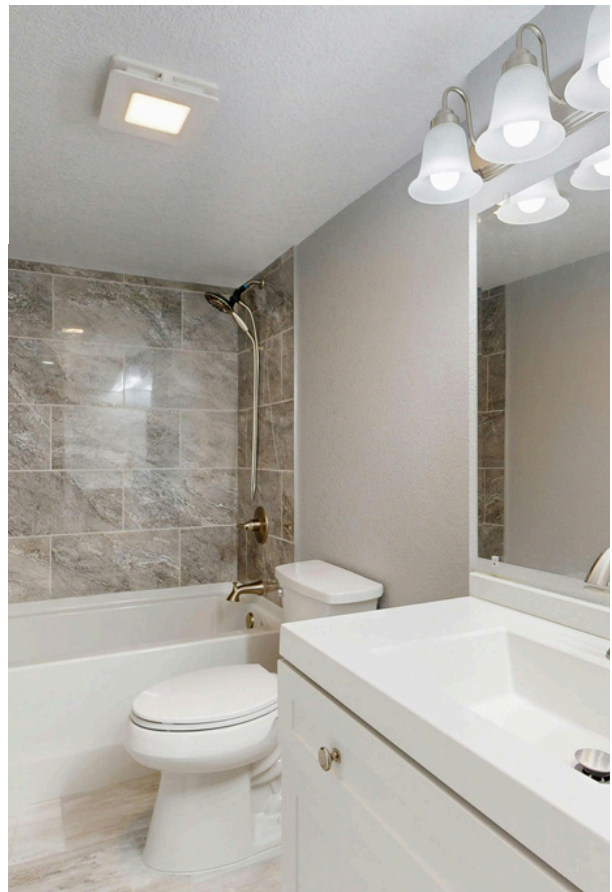


# INTRODUCTION

Pulire Toilet Cleaners are powerful all-in-one solutions designed for deep cleaning, effective disinfection, and long-lasting freshness. Their advanced formula, powered by 2X cleaning agents and triple antibacterial action, removes tough stains such as limescale, mineral deposits, and oil while eliminating 99% of germs. The thick gel formula clings longer to toilet surfaces, ensuring thorough cleaning under the rim and in the u-bend without harming surfaces. Suitable for Western and Indian toilets as well as urinals, Pulire Toilet Cleaners are ideal for homes, hotels, hospitals, and institutions, delivering fast, reliable, and superior hygiene with minimal effort.

## WHY US

- **Powerful Deep Cleaning:** 2X power cleaning agents remove tough stains like limescale, mineral deposits, and oil.
- **Triple Antibacterial Protection:** Eliminates 99% of germs for superior hygiene.
- **Thick Gel Formula:** Clings longer for deeper cleaning under the rim and u-bend.
- **Surface Safe:** Non-abrasive formulation that protects toilet surfaces.
- **Versatile Use:** Suitable for Western and Indian toilets as well as urinals.
- **Professional-Grade Performance:** Trusted for homes, hotels, hospitals, and institutions.
- **Fast & Effective:** Delivers visible results with minimal effort.



# TOILET SANITATION SOLUTIONS

DEEP CLEAN. TOTAL HYGIENE.  
PROFESSIONAL RESULTS.



**DEEP CLEAN**  
Every Time



**KILLS GERMS  
& BACTERIA**



**FRESH SCENT  
& LONG LASTING**



**SAFE FOR PIPES  
& SEPTIC TANKS**



## PULFRESH P1 Heavy Duty Toilet Cleaner

- Powered with CTAC
- Deep cleaning & germ-kill action
- Removes tough stains & limescale
- Long-lasting hygiene & freshness



## PULFRESH ULTRAGRIP Extra Thick Liquid

- Extra-thick gel clings from rim to U-bend
- 2X cleaning & 3X germ-kill action
- Removes tough stains & limescale
- Controls odors & leaves lasting freshness



## PULFRESH ACID BLAST Antibacterial Toilet Cleaner

- High-acid, heavy-duty formula
- Dissolves limescale, rust & mineral deposits
- Removes stubborn stains quickly
- Strong antibacterial action

### IDEAL FOR



**HOTELS &  
RESTAURANTS**



**OFFICES &  
COMMERCIAL SPACES**



**PUBLIC &  
COMMUNITY TOILETS**



**SCHOOLS &  
INSTITUTIONS**



**HEALTHCARE  
FACILITIES**



## PUREWIPE TOILET CLEANER

Regular cleaner  
that is highly  
cost effective.



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YOU CAN  
TRUST**

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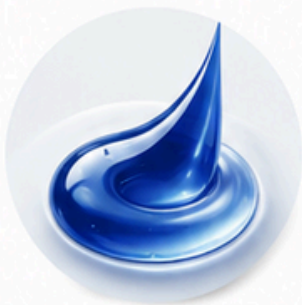
# Professional's Choice

Pulire Toilet Cleaners are trusted by the cleaning industry for their reliability and professional-grade performance, making toilet maintenance easier and more effective. The complete range offers the benefits of superior cleaning and hygiene, providing professional users with a trusted solution to achieve spotless, germ-free toilets every time.



## EFFECTIVE GERM PROTECTION

Pulire Toilet Cleaners with 3X Power Antibacterial Features offers enhanced protection and cleaning performance compared to standard toilet cleaners. Its advanced antibacterial properties ensure a higher level of germ elimination, making it ideal for maintaining a sanitary and hygienic environment. **Kills 99.9%** of bacteria and viruses, providing long-lasting hygiene and protection.



## THICK GEL FORMULATION

Thick Gel Formula offers significant advantages in terms of cleaning efficiency and ease of use. Its ability to cling to surfaces, provide even coverage, and concentrate cleaning agents ensures a deep and thorough clean. The gel's extended contact time and controlled application contribute to superior stain removal, effective odor control, and a more convenient cleaning experience, making it a highly effective choice for maintaining a hygienic and sparkling clean toilet.



## ENHANCED CLEANING EFFICIENCY

**2X Power** Cleaning Agents work with a dual-action formula that penetrates and breaks down tough stains, limescale, and mineral deposits with ease. This enhanced cleaning power delivers faster, deeper results than ordinary toilet cleaners, leaving the toilet bowl visibly cleaner, hygienic, and fresh after every use.



# POWERFUL CLEAN. ADVANCED HYGIENE FOR A HYGIENIC TOILET

Our advanced dual-action formula combines **2X POWER CLEANING AGENTS** that effectively break down and dissolve stubborn stains, limescale, and mineral deposits. This dual-action approach ensures even the most challenging grime is efficiently lifted and removed, leaving surfaces spotless, disinfected and fresh.



## DUAL-ACTION FORMULA



### ENHANCED CLEANING EFFICIENCY

The proprietary 2X cleaning formulation delivers twice the cleaning power compared to ordinary toilet cleaners for a sparkling clean and hygienic toilet.



### CLEANLINESS + DISINFECTION

Powerful disinfectants effectively eliminate harmful germs, bacteria and fungi to ensure a hygienic and safe toilet.



### ODOR CONTROL: CONSISTENT FRESHNESS

Advanced odor control technology neutralizes unpleasant smells at the source, leaving your bathroom fresh and clean for longer.

## THICK GEL FORMULA

Our thick gel formula is designed for better coverage and longer contact time. It clings to toilet surfaces, even in hard-to-reach areas, to remove tough stains and limescale effectively with minimum product wastage.



### ONGOING CLEANING ACTION

Stays in place longer to continue cleaning and disinfecting for extended freshness.



### EVEN DISTRIBUTION

Spreads evenly across the surface for complete coverage, including hard-to-reach areas.



### CONCENTRATED CLEANING POWER

High viscosity concentrates cleaning agents on tough stains, limescale and mineral deposits for superior results.



### REDUCED SPILLAGE

Non-drip formula ensures controlled application with less mess and maximum efficiency.

## HOW IT WORKS

1

### CLINGS & ACTS

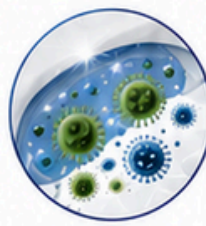
The thick gel clings to the toilet surface and starts breaking down dirt, stains and limescale.



2

### PENETRATES DEEP

Dual-action agents penetrate deep into stubborn stains and hidden areas to eliminate germs.



3

### RINSE & SHINE

Rinse away to reveal a sparkling clean, germ-free and fresh-smelling toilet.



### POWERFUL DISINFECTION

Effective against bacteria and fungi



### REMOVES TOUGH STAINS

Eliminates limescale, rust and hard water deposits



### ELIMINATES ODOUR AT THE SOURCE

Neutralizes unpleasant odours for lasting freshness



### SAFE FOR REGULAR USE

Suitable for daily cleaning and all toilet surfaces



CLEAN TOILETS. **BETTER HYGIENE.** HEALTHIER SPACES.

HYGIENE THAT CARES

# POWERFUL CLEAN. KILLS 99% OF GERMS FOR A HYGIENIC TOILET

**Advanced Toilet Cleaning.  
Superior Hygiene.**

Our advanced formula with powerful disinfectants effectively eliminates 99% of harmful germs, bacteria and fungi, ensuring a clean, fresh and hygienic toilet every time.



KILLS  
**99%**  
OF GERMS



## 3X ACTION FORMULA



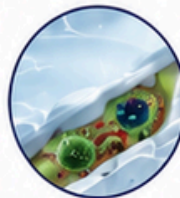
### 1. SURFACE DISINFECTION

Targets visible dirt and grime on the toilet surface, quickly neutralizing bacteria and leaving the surface hygienic.



### 2. DEEP PENETRATION

Our triple disinfectant formula penetrates deep into tough stains, limescale and hidden areas, ensuring germs embedded in hard-to-reach spots are thoroughly eliminated.



### 3. ONGOING PROTECTION

Even after rinsing, it continues to offer long-lasting antibacterial protection, creating a hygienic shield that keeps the toilet cleaner for longer periods.



## ELIMINATES

- ✓ BACTERIA
- ✓ VIRUSES
- ✓ FUNGI
- ✓ ODOUR CAUSING GERMS



KILLS 99%  
OF GERMS



REMOVES  
TOUGH  
STAINS



ELIMINATES  
ODOUR AT  
THE SOURCE



SAFE FOR  
REGULAR  
USE

# SAFETY STANDARDS FOR TOILET CLEANERS

Pulire Toilet Cleaners are formulated to deliver effective cleaning and disinfection while adhering to stringent safety and quality practices for residential, commercial & institutional washrooms.



**DEEP CLEAN**  
Every Time



**KILLS GERMS  
& BACTERIA**



**FRESH SCENT  
& LONG LASTING**



**SAFE FOR PIPES  
& SEPTIC TANKS**



## INTENDED USE & USER RESPONSIBILITY

- Designed for professional and domestic toilet cleaning applications only.
- Follow recommended usage instructions, dilution ratios, and contact times provided on the label.
- Products are not intended for use on surfaces other than those specified.



## PERSONAL SAFETY & PROTECTIVE MEASURES

- Wear protective gloves during use, especially for concentrated or acidic formulations.
- Eye protection is recommended for high-acid or thick gel formulations.
- Avoid direct skin contact and inhalation of vapors.
- Wash hands thoroughly after use.



## CHEMICAL COMPATIBILITY & MIXING

- Do not mix with bleach, ammonia, acids, or other cleaning chemicals, as this may produce toxic gases or hazardous reactions.
- Use only one cleaning product at a time on toilet surfaces.



## VENTILATION REQUIREMENTS

- Ensure adequate ventilation during and after application, particularly in enclosed washrooms.
- Open doors, windows, or use exhaust fans to prevent buildup of fumes.



## FIRST AID MEASURES

- **Eye Contact:** Rinse immediately with clean water for 10–15 minutes. Seek medical attention if irritation persists.
- **Skin Contact:** Wash affected area with soap and water. Remove contaminated clothing.
- **Ingestion:** Do not induce vomiting. Rinse mouth with water and seek medical help immediately.
- **Inhalation:** Move to fresh air. Seek medical advice if discomfort continues.

## HOW TO USE

1



Pour 50–100 ml of the cleaner around the rim and inner surface of the toilet bowl.

2



Leave for 10–15 minutes for maximum action.

3



Scrub gently and flush thoroughly.



**KEEP OUT OF REACH OF CHILDREN.**



**SAFE CLEANING.  
BETTER HYGIENE.**



**PROFESSIONAL  
FORMULA**



**POWERFUL  
CLEANING**



**FOR CLEANER,  
SAFER & HEALTHIER  
WASHROOMS**



## SURFACE & MATERIAL SAFETY

- Formulated to be non-abrasive when used as directed and safe on ceramic toilet bowls.
- Avoid prolonged contact on sensitive or non-recommended surfaces.
- Test on a small, inconspicuous area before first use.



## STORAGE & HANDLING

- Store in original, clearly labeled containers only.
- Keep containers tightly closed when not in use.
- Store in a cool, dry place, away from heat, direct sunlight, and incompatible chemicals.
- Keep out of reach of children and unauthorized personnel.



## SPILL MANAGEMENT

- In case of spillage, contain the spill using absorbent material.
- Rinse affected area thoroughly with plenty of water.
- Dispose of waste according to local regulations.



## ENVIRONMENTAL & REGULATORY COMPLIANCE

- Manufactured under controlled quality systems.
- Designed to meet applicable safety and hygiene standards for institutional cleaning.
- Dispose of empty containers responsibly in accordance with local waste management guidelines.



## SPECIAL SAFETY NOTE FOR HIGH-ACID TOILET CLEANERS

- High-acid formulations are intended for periodic deep cleaning only.
- Not recommended for daily use.
- Avoid contact with marble, natural stone, metals, or damaged surfaces.
- Always rinse thoroughly after use.

# PULFRESH P1

## TOILET BOWL CLEANER

Pulfresh P1 Toilet Cleaner with CTAC delivers powerful antibacterial protection and deep cleaning. Its thick gel clings from rim to u-bend, removing tough stains and limescale while controlling odors and ensuring long-lasting hygiene and freshness.



### FEATURES & BENEFITS



#### REMOVES EVERYDAY STAINS

Cleans light limescale, dirt, and water stains



#### DISINFECTANT ACTION

Helps reduce germs and maintain hygiene



#### EASY FLOW LIQUID

Simple application under the rim and surfaces



#### EASY SPREADING & RINSING

Ensures even coverage and easy rinsing



#### PROFESSIONAL PERFORMANCE

Ideal for both household and commercial use



#### COST-EFFECTIVE SOLUTION

For everyday maintenance

#### TECHNICAL DATA

pH Value	1 to 3
Appearance	Blue Coloured Liquid
Viscosity	Viscous Liquid
Viscosity Parameter	1000 – 1600 mPa-s
Disinfectant	Strong

#### PACKAGING



5 litre pack x 4 (per carton)



5 litre pack x 1 (loose)

#### DIRECTIONS FOR USE



Pour **50–100 ml** of the cleaner around the rim and inner surface of the toilet bowl. Leave for **10–15 minutes** for maximum action. Scrub gently and flush thoroughly.

#### SAFE HANDLING AND STORAGE INFORMATION



Keep out of reach of children and pets. Avoid contact with skin and eyes; wear gloves while using. Do not ingest; harmful if swallowed. Use in a well-ventilated area. Do not mix with bleach or other cleaners (may release harmful gases). Avoid splashing; handle carefully.

**Eyes:** Rinse immediately with plenty of water.

**Skin:** Wash with soap and water.

**Ingestion:** Seek medical attention immediately.



Store in a cool, dry place away from sunlight. Keep container tightly closed. Store in original, corrosion-resistant container.



#### Pulire Biosystems Private Limited

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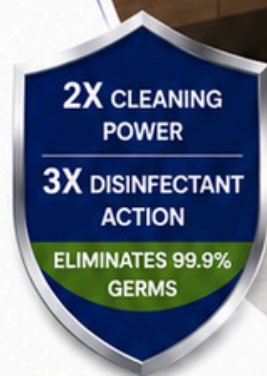
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website: [www.pbpl.info](http://www.pbpl.info)

# PULFRESH ULTRAGRIP

## TOILET BOWL CLEANER

Pulfresh UltraGrip features an extra-thick, high-viscosity gel that clings firmly from rim to u-bend for deep cleaning and disinfection. With a powerful **2X cleaning formula** and **3X disinfectant action**, it eliminates **99.9%** of germs, controls odors, and leaves toilets hygienic, fresh, and sparkling clean—ideal for both Western and Indian-style toilets.



### FEATURES & BENEFITS



#### ULTRA THICK FORMULA

High viscosity ensures strong clinging to vertical surfaces for better cleaning action



#### EXTENDED CONTACT TIME

Stays longer on stains, improving deep cleaning performance



#### STRONG STAIN REMOVAL

Tackles yellow stains, rust, and tough toilet marks



#### TARGETED CLEANING

Thick consistency allows precise application under the rim and hard-to-reach areas



#### EFFICIENT COVERAGE

Spreads evenly without dripping, ensuring maximum surface contact



#### LOW RUN-OFF

Minimizes wastage due to controlled flow



#### DISINFECTANT ACTION

Helps eliminate germs and bacteria



#### PROFESSIONAL PERFORMANCE

Ideal for both household and commercial use

### TECHNICAL DATA

pH Value	1 to 3
Appearance	Blue Coloured Liquid
Viscosity	High
Viscosity Parameter	2500 – 4000 mPa-s
Disinfectant	Normal

### PACKAGING



5 litre pack x 4 (per carton)



5 litre pack x 1 (loose)

### DIRECTIONS FOR USE



Pour **50–100 ml** of the cleaner around the rim and inner surface of the toilet bowl. Leave for **10–15 minutes** for maximum action. Scrub gently and flush thoroughly.

### SAFE HANDLING AND STORAGE INFORMATION



Keep out of reach of children and pets. Avoid contact with skin and eyes; wear gloves while using. Do not ingest; harmful if swallowed. Use in a well-ventilated area. Do not mix with bleach or other cleaners (may release harmful gases). Avoid splashing; handle carefully.

**Eyes:** Rinse immediately with plenty of water.

**Skin:** Wash with soap and water.

**Ingestion:** Seek medical attention immediately.



Store in a cool, dry place away from sunlight. Keep container tightly closed. Store in original, corrosion-resistant container.



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CLEANER TOILETS  
HEALTHIER SPACES

# PUREWIPE TOILET BOWL CLEANER

Purewipe Toilet Cleaner is a cost-effective cleaning solution designed with a slightly lower acidity level and reduced viscosity, making it a practical choice for regular and periodic maintenance cleaning.

## FEATURES & BENEFITS



-  **Cost-effective formulation**  
Designed for regular maintenance cleaning
-  **Mild acidic strength**  
For safe and controlled cleaning action
-  **Disinfectant Action**  
Helps reduce germs and maintain hygiene
-  **Easy Flow Liquid**  
Simple application under the rim and surfaces
-  **Easy spreading and rinsing**
-  **Professional Performance**  
Ideal for both household and commercial use
-  **Provides economical**  
toilet maintenance solution



## TECHNICAL DATA

pH Value	2 to 4
Appearance	Blue Coloured Liquid
Viscosity	Low
Viscosity Parameter	500 – 700 mPa-s
Disinfectant	Mild

## PACKAGING

-  **5 litre can x 4**  
(per carton)
-  **5 litre can x 1**  
(loose)



## DIRECTIONS FOR USE

Pour **100–150 ml** of the cleaner around the rim and inner surface of the toilet bowl. Leave for **10–15 minutes** for maximum action. Scrub gently and flush thoroughly.

## SAFE HANDLING AND STORAGE INFORMATION



Keep out of reach of children and pets. Avoid contact with skin and eyes; wear gloves while using. Do not ingest; harmful if swallowed. Use in a well-ventilated area. Do not mix with bleach or other cleaners (may release harmful gases). Avoid splashing; handle carefully.  
**Eyes:** Rinse immediately with plenty of water.  
**Skin:** Wash with soap and water.  
**Ingestion:** Seek medical attention immediately.








Store in a cool, dry place away from sunlight. Keep container tightly closed. Store in original, corrosion-resistant container.

# TOILET BOWL CLEANER COMPARISON SHEET

Powerful cleaning. Effective disinfection.  
Complete range for every need.

## COMPARISON SHEET – 5 LTR PACK

PARAMETERS	PULFRESH ULTRAGRIP	PULFRESH P1	PULFRESH ACID BLAST	PUREWIPE
 pH Value	1 to 3	1 to 3	1 to 2	2 to 4
 Appearance	Blue Coloured Liquid	Blue Coloured Liquid	Blue Coloured Liquid	Blue Coloured Liquid
 Viscosity	High	Normal	Normal	Low
 Viscosity Parameter	2500 – 4000 mPa-s	1000 – 1600 mPa-s	1000 – 1500 mPa-s	500 – 700 mPa-s
 Disinfectant	Normal	Strong	High	Low

## COMPARISON SHEET – 1 LTR & 500 ml PACK

PARAMETERS	PULFRESH 10X ULTRAGRIP TOILET	PULFRESH ANTIBACTERIAL TOILET
 pH Value	1 to 3	1 to 3
 Appearance	Blue Coloured Liquid	Blue Coloured Liquid
 Viscosity	High	Normal
 Viscosity Parameter	2500 – 4000 mPa-s	1300 – 1700 mPa-s
 Disinfectant	Normal	Strong



### POWERFUL CLEANING

Effectively breaks down stubborn stains, limescale and mineral deposits.



### EFFECTIVE DISINFECTION

Eliminates harmful germs and bacteria for a clean and hygienic toilet.



### ODOR CONTROL

Advanced formula neutralizes unpleasant odors for lasting freshness.



### SUITABLE FOR EVERY NEED

Wide range of solutions designed for different cleaning requirements.

# TOILET BOWL CLEANER RANGE

Powerful cleaning.  
Effective disinfection.  
Complete range for every need.



- 

KILLS 99.9%  
GERMS
- 





REMOVES TOUGH  
STAINS
- 

INTENSE  
FRESHNESS

## 5 LITRE PROFESSIONAL PACK







**PULFRESH  
ACID BLAST  
TOILET CLEANER**

-  Strong acidic formula
-  Removes tough stains, scale & rust
-  Disinfectant action
-  Ideal for heavy duty cleaning



**PULFRESH  
P1  
TOILET CLEANER**

-  Balanced acidic strength
-  Effective stain removal
-  Disinfectant action
-  Suitable for regular maintenance








**PULFRESH  
ULTRAGRIP  
TOILET BOWL CLEANER**

-  Ultra thick formula
-  Clings longer for deep cleaning
-  Removes tough stains & odour
-  Disinfectant action



**PUREWIPE  
TOILET BOWL CLEANER**

-  Mild acidic formula
-  Effective daily cleaning
-  Disinfectant action
-  Easy flow & easy rinse
-  Economical solution

## 500 ml & 1000 ml PACK

**PULFRESH  
TOILET BOWL CLEANER**



-  Effective cleaning & disinfection
-  Removes stains & odour
-  Thick formula for better cling
-  Fresh fragrance

Available in: 500 ml | 1000 ml

**PULFRESH 10X ULTRAGRIP  
TOILET BOWL CLEANER**



-  10X better cleaning power
-  Ultra thick formula for maximum cling
-  Kills 99.9% germs
-  Long lasting freshness

Available in: 500 ml | 1000 ml



**CLEAN TOILETS.  
BETTER HYGIENE.  
HEALTHIER SPACES.**