

WC Net

The toilet and drain care expert



Since **1967**, WC Net has always focused on effective and hygienic products for the toilet. As the **number one toilet cleaner** in Italy, and available in **over 20 countries** worldwide, WC Net constantly invests in innovation and best-in-class formulas to better meet consumers' needs.

As a result of its strong **commitment to quality and efficacy**, WC Net provides today a **complete portfolio** of products that includes liquid cleaners, rim blocks, powder as well as a range of specific solutions for drain cleaning and septic tanks.

Moreover, WC Net is constantly working to develop more **sustainable formulas**. It is also increasingly adopting a logic of the **circular design of products** and packaging to reduce its environmental footprint while ensuring the quality demanded by consumers.

Tangible examples are the 100% recyclable liquid bottles now made with 50% recycled plastic and, since 2021, their Style cages with 100% recycled plastic!

Smac

Best ease for unbeatable results



Since **1972**, Smac has been a perfect ally in home care, offering specific quality solutions for each surface. The high quality of its products stems from a process of **constant innovation** to develop **innovative formulas and packaging** to simplify everyday chores. Smac, the only brand that knows how to offer maximum cleaning effectiveness in the easiest and fastest way.

Smac provides a **wide range of household care products** including degreasers, all-purpose cleaners, floor cleaners and a variety of specialized products for different surfaces.

Omino Bianco

The Italian consumers' ally for all laundry needs



Since **1954**, Omino Bianco has been taking care of the whole **Italian family's laundry needs**, founding the stain remover category and becoming the historical leader of the laundry additives market in Italy.

Over the years, the brand has expanded its product range to **meet almost all laundry needs** by covering the following segments: liquid detergents, pre-treatments, whiteners, delicate bleaches, hygiene additives, color catchers, and anti-limescale.

Omino Bianco is committed to **sustainability**, which means acting responsibly towards the environment, people and the community. This is a 360° approach that encompasses all the components that lead to the creation of Omino Bianco's products, from the **use of natural ingredients** and formulas to the **design of recyclable packaging** containing recycled materials.

In addition, Omino Bianco has always been close to Italian families, supporting them with initiatives aimed at providing concrete help to those experiencing hardship. Concrete examples are represented, for example, by the collaborations with the **Italian Red Cross** and the **Italian Food Bank**.

Carolyn

Respects surfaces. Not dirt.



Carolyn is the leading brand of tile floor cleaners and small wipes in **France** and **Belgium**. The brand owes its market prominence to its ability to provide efficient solutions for household

cleaning while **respecting surfaces**, thanks to the use of **natural functional ingredients** including linseed oil, black soap, and Marseille soap. Carolin's product range includes multipurpose detergents, floor cleaners, ready-to-use wipes, and triggers.

Winni's

For a cleaner world



Winni's is the **Italian leader** in the Home Care **green market**.

Since 2009, it has always taken care of both families and the environment, offering a full range of **high quality and sustainable products** with 100% plant-based raw materials from renewable sources, easily and rapidly biodegradable*.

Winni's strong commitment to **quality and sustainability** means also acting responsibly throughout the whole journey of the product, from production to formulas and packaging. This **360° approach** provides products that are not only **safe for people** – they are 100% hypoallergenic and chromo, nickel and cobalt tested – but also **highly effective**, with performances aligned or even superior to traditional brand leaders in the Home Care market. Over the years Winni's has extended its portfolio to **meet all consumers' needs** covering the following segments: laundry detergents and soap, softeners, fragrance boosters, WC cleaners, small surfaces and floor cleaners, hand dishwashing and automatic dishwashing detergents and additives. In 2015, it entered the **Personal Care market** as well.

Winni's is the successful story of a young brand with a unique positioning born in **Madel**, an **Italian family company** founded in 1977. The company has always delivered innovative formulas and distinctive products such as Pulirapid, Smacchiotutto and Disinfekto. In **2022**, Madel joined Bolton Group to keep growing together.

*ACCORDING TO REGULATION CEE 648/04 "ULTIMATE AEROBIC BIODEGRADATION" MEANS THE LEVEL OF BIODEGRADATION ACHIEVED WHEN THE SURFACTANT IS TOTALLY USED BY MICRO-ORGANISMS IN THE PRESENCE OF OXYGEN RESULTING IN ITS BREAKDOWN TO CARBON DIOXIDE, WATER AND MINERAL SALTS OF ANY OTHER ELEMENTS PRESENT (MINERALISATION) [REG. CEE 648/04 – ART. 2, 8].

SURFACTANTS IN DETERGENTS SHALL BE CONSIDERED BIODEGRADABLE IF THE LEVEL OF BIODEGRADABILITY (MINERALISATION) MEASURED...IS AT LEAST 60 % WITHIN TWENTY-EIGHT DAYS (REG. CEE 648/04 – ANNEX III).

Deox

The specialist against bad odors



Deox products are specially formulated to **remove bad odors**. Its range is the only one with an anti-odor patented formula that guarantees **effectiveness and protection** against bad odors. Its unique formulation not only activates during washing but continues to defend your clothes from bad odors even while you are wearing them!

The complete Deox range includes laundry liquid detergents, softeners, and pre-treatments.

Citrosil Home Protection

The pleasantly scented disinfection, everywhere and anytime



First born in Pharmacy as the *“Skin disinfectant that doesn’t hurt, with a distinctive citrus fragrance”*, Citrosil Home Protection entered our homes with a range of **disinfectant household cleaners** in 2015, bringing a brand-new concept of pleasing **scented disinfection** in a landscape where disinfectant cleaners had always been perceived as aggressive, chemical and bad smelling.

Its unique disinfectant formula with **real natural essences**, not only kills 99,99% of bacteria but provides a **sensorial experience** sprinkling the delightful side of disinfection. Over the

years, the brand has expanded its portfolio that today includes Triggers, Floor Detergents, Sprays and Wet Wipes to clean and disinfect every kind of surface, everywhere and anytime.

MINOR BRANDS

Sipuro

Super effective everywhere!

Founded in 1951, Sipuro and its iconic dwarf, the mascot of the brand, are known by all the Swiss thanks to their unique performance. Sipuro is the perfect and trusted help for house cleaning due to its practicality, efficacy, and fast action. Sipuro range includes degreasers, drain cleaners, and some specific detergents for the kitchen.

Overlay

Unbeatable everywhere!

Overlay was born in Greece in 1971 and it has always been synonymous of brilliance and efficacy for all surfaces thanks to its innovative formulas and packaging that make every day cleaning an easy task. Overlay provides a wide range of successful household care products including degreasers, floor detergent, and a variety of products for different surfaces.

Meglio

Unbeatable everywhere!

In 2018, Bolton Group finalized the takeover of Meglio, a range of household cleaners born in Italy with leadership positions in many East European countries. Meglio provides a complete range of degreasers that ensure unbeatable cleaning efficacy in an easy and fast way!

Dubro

The historical dish degreaser

Dubro, was born more than 60 years ago as hand dishwasher. Over the years, it expanded its products range in different segments of the home care: degreasers, floor cleaners, and multi-surfaces wipes.

Dubro is well-known as synonym of efficacy and always ensures you an unbeatable quick result with less effort.

Argentil

Beauty care for silver

Since 1935, Argentil has taken care of people's most cherished memories by providing a specific formula for silver surfaces that has been renewing itself year after year to offer increasing effectiveness. Its product range includes a cream and a spray.

Vetril

100% shine without halos



Launched in 1956, Vetril is the specialist in **glass and mirror cleaning**, providing a wide range of detergents suitable for all types of surfaces. In line with the brand's commitment to sustainability, the brand has developed a new product: **Vetril Natural**, with a new formula with 100% natural raw materials.

Merito

The starch with a handle

Merito is the leading brand for spray starch and is distributed in Italy, Greece, and several countries of the Middle East.

