

Macler*

Isogen 722

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



Applications



HOUSEHOLD

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



PROFESSIONAL

Multi Use Concentrate
Plate and Grill Cleaner
Degreaser
Descaler



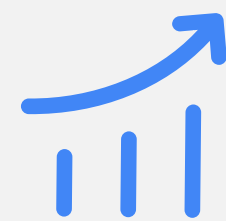
AUTOMOTIVE

Desengraxantes
Limpador Multi Propósito
Removedor de Insetos

Benefits



Dissolves quickly



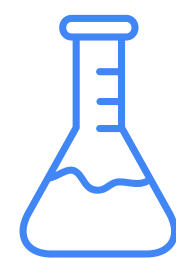
Replaces **advantageously** (*performance and cost*) the most traditional surfactants such as **Sulfonic Acid** and **Nonyl Phenol** Ethoxylate



Cold application



Solubilizes fragrance, no other emulsifier is needed



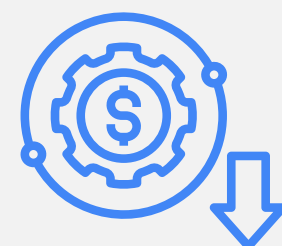
Formulations with **high stability**, even in extreme pH's (*acidic and alkaline*) and in the presence of Peroxide



Odorless



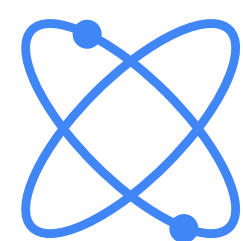
No need to use Butylglycol or hydrotop



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



Rapidly **biodegradable**. 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>

Application Test

The refined combination of actives in Isogen 722 gives it an unmatched cleaning performance, far superior to traditional surfactants.



Check out this difference in action in this video:
<https://youtu.be/drjFiqKP4i8>



Maccler * Smart**Lab**

Contact our Smart**Lab** and see how Maccler 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**.

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 client's adversities. Including cases where the client wishes to change the blend for other raw materials. However, what happens in the vast majority of cases is that our blends end up delivering a unique

performance and present a better cost/benefit balance. Our performance, in over 30 years of life, is based on trust and reliability, and it is no different when it comes to supplying the Isogen line. Any product that, for some reason, needs to be discontinued, SmartLab works together with the customers developing an alternative for a new formula that is as efficient as the original one, with no impact on costs.



ISOGEN

Line

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

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

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

Macler*

Our chemistry
in **harmony**
with your routine.

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