

Professional Care

Home Appliances

CleenU⁺



CleenU⁺



9 Reasons to Stock CleanU

Why your customers will come back for more:

1. Built on professional formulas

Our retail line starts from the same cleaning approach we develop for hotels, restaurants and food service. Each product cleans and adds care ingredients that help surfaces keep their look.

2. Easy to use, results you can see

Spray, wait, wipe. The products save time and effort, which is exactly what shoppers expect when they pay for quality.

3. The right cleaner for each job

Each formula is built for a specific soil and surface,

so common household surfaces get visibly clean and stay protected longer.

4. Deep cleaning

Cleaning agents reach into textured surfaces and fine pores to lift the buildup that everyday wiping leaves behind.

5. Gentle on the surfaces they're made for

CleanU products clean thoroughly and gently, helping kitchen, bathroom and living-room furniture keep its good looks for years.

6. Specialists, not one-size-fits-all

Instead of one spray for everything, we make dedicated products for different cleaning jobs, for better cleaning, care and protection.

7. Concentrates that go further

Concentrates are diluted to match the level of soil, so users pay for cleaning power, not water. Less packaging, less waste, lower cost per use.

8. Made by CleanU in China

Every product is formulated and manufactured in our own factory in Guangdong, with batch documentation (SDS, TDS, COA) for consistent quality at a competitive cost.

9. Ready for your brand

Every product in this catalog is available as private label, from 500 bottles.





CleenU develops and manufactures cleaning and care products for homes, hospitality and food service. We formulate for the real materials people clean, from stone and tile to metal, glass and plastics.

CleenU cleaning and care products: made to earn repeat customers.

5 Reasons

to choose CleenU as your supplier

Specialized cleaners for retail, hospitality and e-commerce, with care ingredients that keep surfaces looking good. The result is a line that sells through and gets reordered.

1. A range you can curate

Pick exactly the products your customers need from the CleenU range.

We help you build a set that fits your store, your channel and your price points.

2. Product know-how and sales materials

Product data sheets, SDS and point-of-sale materials help your team answer questions and help shoppers buy with confidence.

3. Stand out from the competition

A complete, specialized line positions you as the expert. Sell it on the shelf, or use it as a gift with purchase that customers actually value.

4. Customers who come back

When a product solves a real problem, customers return for the refill and try the next product in the line.

5. Healthy margins on add-on sales

Specialty cleaners are natural add-ons. Strong performance and fair pricing keep them profitable for you.



We help you sell it, not just stock it.

- ✓ Product line planning and shelf layout suggestions
- ✓ Counter displays, freestanding displays and care kits
- ✓ Core and specialty products with strong margins
- ✓ Easy to explain, quick to sell
- ✓ Low upfront investment
- ✓ Products that perform, so shoppers buy again
- ✓ Point-of-sale materials for in-store promotions
- ✓ Direct product support from the CleenU team



Your logo, CleenU
quality inside: make
your own brand shine.

Own Brand

Own Brand Services

We put your brand on our products, from small runs with custom labels to formulas developed just for you. A private-label line shows customers you're a specialist, builds loyalty and keeps shoppers from comparing your price one-to-one.



Product services

Product selection and
development, custom bottles,
custom labels



Documentation

English and Chinese labels,
SDS, TDS and batch COA



Merchandising

Category planning, placement
and promotional materials



Logistics

Custom filling, scheduled or on-
demand delivery



Why brands work with CleenU

- ✓ Positions you as a specialist supplier
- ✓ Sets you apart from competitors
- ✓ Harder for shoppers to price-compare
- ✓ Reliable supply from 500 bottles

Care kits that keep customers coming back

CleenU Care Kits bundle coordinated cleaning and care products in one package, and you choose what goes inside. Sell them as a retail set or give them away with a purchase. Every kit is a reason for the customer to come back for refills.

- ✓ A gift customers will actually use
- ✓ Regular care helps surfaces and equipment last longer
- ✓ Long-term customer satisfaction
- ✓ Customers remember your store
- ✓ Built-in reasons to reorder and cross-sell



Show your expertise
and service at the point
of sale

**Ihr Firmen-
LOGO**
**Bildschirm-
Schaumreiniger**
LCD / LED / OLED / TFT

- Für höchste Materialschonung
- Schaum haftet am Schmutz,
kein Verlaufen in den Bildschirm
- Streifen- und schlierenfreie Trocknung



Screen Cleaning Foam

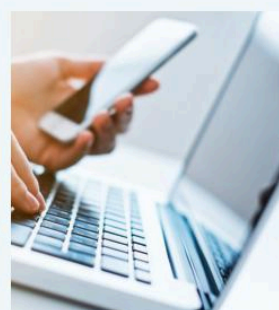
LCD | LED | OLED | TFT — cleans and protects delicate screens and displays



Ideal as a set
With premium
microfiber

- Clinging foam targets the soil without dripping
- Leaves no water marks on the screen
- Gently removes fingerprints, dust and nicotine film
- No harsh ingredients, for maximum screen protection
- Dries streak-free
- Anti-static: helps keep dust from settling again

Use on: LCD, LED, OLED, TFT and plasma TVs, monitors, laptops, tablets, smartphones and cameras. Apply to the cloth, not the screen; switch the device off first.



Model	Product	Size	CTN
H 230 021	Screen Cleaning Foam	300 mL	12
H 400 021	Screen Cleaning Foam + microfiber cloth	300 mL + Tuch	12

Screen Cleaner Spray

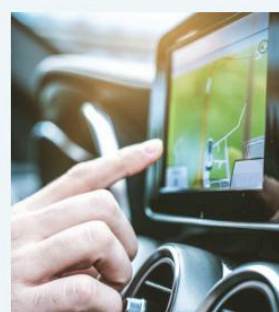
LCD | LED | OLED | TFT — easy, effective cleaner for screens and displays



Ideal as a set
with cloth

- Gently removes fingerprints, dust and nicotine film
- Safe for anti-glare and other screen coatings
- pH-neutral, ammonia-free and alcohol-free
- Dries streak-free in seconds
- Anti-static: helps keep dust from settling again

Use on: LCD, LED, OLED, TFT and plasma TVs, monitors, laptops, tablets, smartphones and cameras. Spray onto a microfiber cloth, never directly on the screen.



Model	Product	Size	CTN
H 230 025	Screen Cleaner Spray	250 mL	20
H 230 026	Screen Cleaner Spray + microfiber cloth	250 mL + Tuch	20

Compressed Air Duster

Fast, powerful cleaning for hard-to-reach spots



- Blows dust out of hard-to-reach spots in computers, cameras, optics and electronics
- Adjustable spray strength for delicate components
- Easy to use and contact-free, so it won't scratch
- Flexible extension tube reaches deep corners

Use on: keyboards, PCs, smartphone charging ports, tablets, laptops, disc drives, cameras, game consoles, GPS units, printers, copiers, speakers, TVs, monitors, car air vents and smoke detectors.



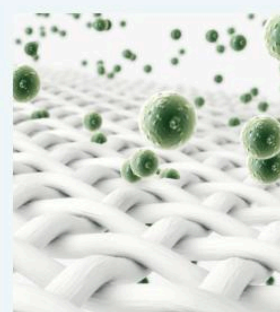
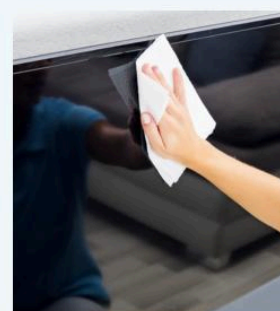
Model	Product	Size	CTN
H 230 024	Compressed Air Duster	400 mL	12

Microfiber Cloth 30 × 30 cm

Anti-static cleaning and polishing cloth for delicate surfaces



- Ultra-fine, highly absorbent and gentle
- Cleans without streaks or smears
- Quick-drying fabric
- Long life: washable up to 300 times
- For delicate surfaces such as high-gloss furniture, flat screens, touchscreens, camera lenses and eyeglasses



Model	Product	CTN
H 250 003-2	Microfiber Cloth	50

Coffee Machine Descaler

Concentrated organic-acid descaler for coffee and espresso machines



- Citric and lactic acids dissolve limescale in the tank, boiler and lines
- Corrosion inhibitor helps protect copper, stainless steel and seals
- Colorless, unscented, phosphate-free
- Mix 1:5 with water, run the descale program, then two clean-water cycles
- Regular descaling restores flow and temperature and keeps coffee tasting right

Use in: super-automatic, semi-automatic and espresso machines, pod machines, drip coffee makers and hot water dispensers. Follow the machine manual; do not use in aluminum boilers unless the manual allows it.



Model	Product	Size	CTN
H 230 020-025	Coffee Machine Descaler	250 mL	20
H 230 020	Coffee Machine Descaler	500 mL	24
H 230 020-010	Coffee Machine Descaler	10 L	2

Coffee Machine Cleaning Tablets

Oxygen-based cleaning tablets for the brew group

NEW



- Dissolves coffee oils that clog the brew unit
- Fast-dissolving tablets for most machines with a cleaning-tablet program
- Extra-flat shape
- Surfactant-free, so no foam in the machine
- Phosphate-free; rinses out without residue
- Helps protect metal parts from corrosion

Use in: super-automatic coffee machines, drip coffee makers, pod machines, thermal carafes and coffee pots.



Model	Product	Pack	CTN
H 230 033	Coffee Machine Cleaning Tablets	10 Tabs á 1,6 g / 18 mm	16

Milk Frother Cleaner

Alkaline concentrate for milk systems and frothers



- Dissolves baked-on milk protein and fat and clears blocked steam-tip holes
- Removes sour-milk odors
- Unscented and dye-free; rinses out without affecting taste
- Use at 1:10 in the milk-system cleaning cycle

Use in: espresso steam wands, milk frothers, automatic milk systems and milk pitchers. Not for aluminum parts.



Model	Product	Size	CTN
H 150 400	Milk Frother Cleaner	500 mL	24

Always read the label and product information before use.

Coffee Machine Care Kit

In a practical blister pack

Professional coffee machine care in a great-value pack

NEW



- Includes
- Coffee Machine Descaler (500 mL)
 - Milk Frother Cleaner (500 mL)
 - Coffee Machine Cleaning Tablets (10 tablets)



Model	Product	Pack	CTN
SET 230 009	Coffee Machine Care Kit	2x 500 mL + Tabs	21



NEW

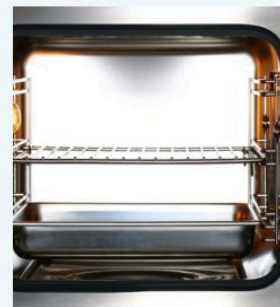
Steamer Descaler

Concentrated descaler for steam ovens, steamers and kettles



- Citric and other organic acids dissolve scale on heating plates and in steam generators
- Low-foam and easy to use
- Corrosion inhibitor helps protect the appliance
- Two clean-water cycles leave no taste
- Less scale means faster steam and efficient heating

Use in: electric steamers, steam ovens, combi-steam ovens, kettles and rice cooker steam trays. Mix 1:10; never cook during descaling.



Model	Product	Size	CTN
H 230 035	Steamer Descaler	500 mL	24

Steam Iron Descaler

Gentle specialty descaler for steam irons and garment steamers



- Organic acids dissolve scale in the tank and steam chamber
- Corrosion inhibitor helps protect metal parts
- No surfactants, dye or fragrance
- Mix 1:4 with water, let stand 30 minutes, steam out, then rinse twice
- Clears white flakes and restores steady steam

Use in: most steam irons and garment steamers. Not for models whose manual prohibits descalers.



Model	Product	Size	CTN
H 230 022	Steam Iron Descaler	500 mL	24

Dishwasher Cleaner

Deep-cleans the inside of your dishwasher



- Removes odors, hard-water scale, grease and buildup
- Helps keep door seals and rubber parts supple
- Corrosion inhibitors protect metal parts
- Helps prevent clogged spray arms and filters
- Regular use keeps the machine running efficiently

Use in: household dishwashers. Run with the machine empty.

Model	Product	Size	CTN
H 110 310	Dishwasher Cleaner	250 mL	20



Washing Machine Cleaner & Descaler

Deep-cleaning care for the drum, hoses and heater



- 1 Active cleaning agents remove odors, scale, dirt, detergent residue and musty buildup. Corrosion
- 2 inhibitors protect metal parts; care agents help keep
- 3 rubber seals supple.

- Reaches hidden parts such as the outer drum, hoses, spray nozzles and heating element
- Use regularly (about every 2–3 months) for a fresh, efficient machine
- One bottle per cleaning: pour into the empty drum, run the drum-clean or longest 60 °C cycle, then one rinse

Use in: household front- and top-loading washing machines. Run empty; do not combine with bleach.

Model	Product	Size	CTN
H 110 290	Washing Machine Cleaner & Descaler	250 mL	20

Always read the label and product information before use.



Stainless Steel Care Spray

Cleans and protects indoor and outdoor stainless steel in one step



- Clean and care in a single pass
- Removes fingerprints, grease and water spots
- Leaves a uniform, streak-free shine
- Makes the next cleaning easier
- Non-abrasive, gentle on the finish

Use on: brushed and polished stainless steel: range hoods, sinks, faucets, refrigerators, large kitchen cabinets, mailboxes, handrails and elevator panels. Wipe with the grain.



Model	Product	Size	CTN
H 130 915	Stainless Steel Care Spray	150 mL	12
H 130 930	Stainless Steel Care Spray	300 mL	12
H 130 920	Stainless Steel Care Spray	500 mL	12

Heavy-Duty Grill & Oven Cleaner

Penetrating cleaner for the toughest baked-on grime



- Breaks down burnt residue from baking, frying and grilling
- Foam boosters help it cling to vertical surfaces
- No chlorine, phosphates, solvents, fragrance or dye

- Non-flammable: great for outdoor grills too

Use on: cool ovens, grill grates, microwaves, fryers, stovetops, baking pans, and stainless steel, heat-resistant glass or ceramic cookware. Not for aluminum or non-stick.



Model	Product	Size	CTN
H 160 418	Heavy-Duty Grill & Oven Cleaner	500 mL	20

Oven & Grill Cleaner

Active foam for baked-on, burnt-on grime



- Loosens burnt food, sugar and protein residue, grease, oil, soot and smoke resin
- Less scrubbing: foam, wait, wipe off
- Clings to vertical oven walls

Use on: cool ovens, grill grates, microwaves, fryers, stovetops, baking pans, and stainless steel, heat-resistant glass or ceramic cookware. Not for aluminum, non-stick or painted surfaces.



Model	Product	Size	CTN
H 130 940	Oven & Grill Cleaner	300 mL	12

Ceramic Glass Cooktop Cleaner

Cleans and protects glass-ceramic and induction cooktops



- Quickly softens burnt-on rings and boil-overs
- Non-abrasive, so it won't scratch the glass
- Helps prevent new spills from burning on
- Leaves a water- and dirt-repellent layer

Use on: cool glass-ceramic, radiant and induction cooktops. Also stainless steel, chrome, brass, copper, sinks and faucets.



Model	Product	Size	CTN
H 130 945	Ceramic Glass Cooktop Cleaner	250 mL	15

All-Purpose Kitchen Cleaner

One powerful cleaner for every water-safe kitchen surface



- Cuts grease, oil splatter, fingerprints and everyday food soils
- Gentle on hands and surfaces
- Acid-free and non-abrasive
- On food-prep surfaces, finish with a clean damp cloth
- Fresh orange scent



Use on: countertops, cabinet fronts, quartz, plastics, range hoods, stainless steel, glass, painted wood, sinks, utensils, tile, stovetops and microwaves. Not for marble or limestone.



Model	Product	Size	CTN
H 110 235	All-Purpose Kitchen Cleaner	500 mL	24

Refrigerator Cleaner & Deodorizer

Cleans spills and neutralizes fridge odors



- Removes dried soup, juice, milk and greasy film
- Odor neutralizers trap stale smells instead of perfuming them
- pH-neutral, unscented, chlorine-free
- A clean fridge helps keep food fresh



Use on: fridge interiors, glass shelves, crisper drawers, door gaskets, freezers, coolers and microwaves. Do not spray food; wipe with a clean damp cloth after.



Model	Product	Size	CTN
H 110 232	Refrigerator Cleaner & Deodorizer	500 mL	24

Always read the label and product information before use.

Cleaning & Polishing Paste

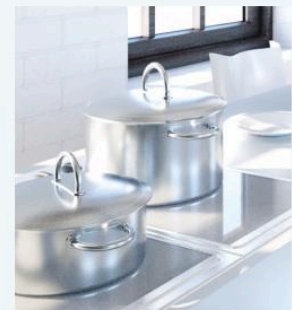
A versatile polish that cleans, cares for and protects



Also available
as a counter
display

- Fine polishing particles plus a premium silicone care oil
- Removes stubborn crusts, hard-water deposits, light rust and fine marks
- Streak-free shine
- Water-beading finish repels water and dirt
- Fewer fingerprints and less new scale

Use on: glass-ceramic cooktops, stainless sinks, faucets, chrome and aluminum trim, ceramics, enamel, cookware, plastics, polished natural and engineered stone, and car, motorcycle and bike chrome.



Model	Product	Size	CTN
H 130 910	Cleaning & Polishing Paste	125 mL	24

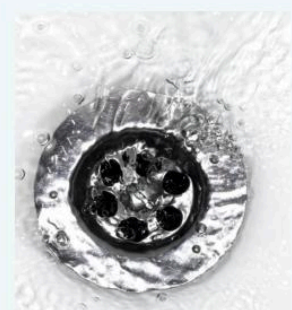
Drain Opener

Fast-acting concentrate for organic clogs



- Sinks through standing water straight to the clog
- Breaks down hair, lint, paper, soap scum, food and grease
- Gentle on pipes and seals when used as directed
- Reduces buildup and drain odors

Use on: alkali-resistant drains and traps in sinks, basins, toilets, urinals, showers and tubs.



Model	Product	Size	CTN
H 160 405 001	Drain Opener	1 L	15



Professional Care Home Appliances

Private label also available

Model	Product	Size	CTN
SET 130 600	Appliance Care Center	40 x 40 x 185 cm WxDxH	
Shelf 1			
1	H 400 021 Screen Cleaner Spray	300 mL+Tuch	12 pcs
2	H 230 021 Screen Cleaning Foam	300 mL	6 pcs
3	H 230 024 Compressed Air Duster	400 mL	6 pcs
4	H 230 025 Screen Cleaner	250 mL	21 pcs
Shelf 2			
5	H 130 930 Coffee Machine Descaler	300 mL	6 pcs
6	H 130 940 Oven & Grill Cleaner	300 mL	6 pcs
7	H 130 945 Ceramic Glass Cooktop Cleaner	250 mL	7 pcs
8	H 130 910 Cleaning & Polishing Paste	125 mL	10 pcs
9	H 110 310 Dishwasher Cleaner	250 mL	7 pcs
10	H 110 290 Washing Machine Cleaner & Descaler	250 mL	7 pcs
11	H 230 020 Coffee Machine Descaler	500 mL	6 pcs
Shelf 3			
12	H 230 020 Coffee Machine Descaler	500 mL	12 pcs
13	H 150 400 Milk Frother Cleaner	500 mL	12 pcs
14	H 230 035 Steamer Descaler	500 mL	6 pcs
15	H 230 022 Steam Iron Descaler	500 mL	6 pcs
Shelf 4			
16	H 110 235 All-Purpose Kitchen Cleaner	500 mL	6 pcs
17	H 110 230 Kitchen Degreaser	500 mL	6 pcs
18	H 110 233 Kitchen Descaler	500 mL	6 pcs
19	H 110 232 Refrigerator Cleaner & Deodorizer	500 mL	6 pcs
20	H 160 418 Heavy-Duty Grill & Oven Cleaner	500 mL	7 pcs
Peg hooks			
☆	H 230 033 Coffee Machine Cleaning Tablets	10 Tabs	24 pcs
☆	H 250 003-2 Microfiber Cloth	30x30 cm	50 pcs





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Product information is based on our research and experience and reflects our current knowledge. Because we cannot inspect or control how and on which materials each product is used, only general directions can be given. Results depend on correct assessment of the surface and correct use. When in doubt, test on a small, hidden area first or contact us for application advice. Always read the label before use. This information replaces all previous versions.