



# E014 : SELACTIVE

washroom sanitiser / deodoriser / cleaner

### Description of product

Cleans and sanitises all surfaces. Removes lime scale. Kills odour producing bacteria. •Leaves a fresh fragrant atmosphere. •Independently tested to BS6471 QAP50.

### Product Uses


For the regular cleaning of ceramics, painted surfaces, stainless steel, floors, all non-porous surfaces in hotels, sports complexes, conference centres, institutions etc. Use throughout the washroom on washbasins, mirrors and stainless steel urinals. Suitable for poolside cleaning.

### Directions

Dilute SELACTIVE 1 part to 40 parts warm or cold water for cleaning walls, floors, worktops etc. Use neat for limescale removal on toilets, urinals and poolside. Brush and rinse off. Apply SELACTIVE to cleaning cloth and wipe away scale and body fats in showers and sinks, then rinse off with water.

**iN Insight Supported**

iN Insight is Selden's interactive product selection and training system. Enables the user to create full COSHH training kits, wallcharts, task cards and more. visit <http://www.selden.co.uk/insight>





**iN Insight recommended product uses**

	typical dilution
Special - poolside cleaning	1 : 40
Washroom - cleaning and/or sanitising	1 : 40
Washroom - damp mopping	see label
Washroom - showers and bath cleaning	see label
Washroom - toilet and urinal cleaning	neat

**Product Hazards and PPE Requirements**

**Warning**

Contains :

**Risk Phrases**  
Causes serious eye irritation.

**Safety Phrases**  
Keep out of reach of children. Wash hands thoroughly after handling. Wear eye protection. IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing. If eye irritation persists: Get medical attention.

**Technical Data**

Composition	An acidic blend of biocides and cleaners, incorporating a fresh perfume.
Appearance	Clear liquid
Colour	Green
Viscosity	35 - 45 seconds
Cloud Point	>40
Density	1.005
pH	3.0 - 4.0
Fragrance	Fresh lime
Stability	2 years in a unopened container
Statutory Conditions	All biocides/disinfectant/preservatives contained within Selden products fully comply with the EU Biocidal product Directive 98/8/EC, ensuring a high level of protection for humans, animals and the environment.

**Environmental Profile**

**Biodegradability**  
All surfactants contained in Selden Products meet the requirements of the EU Detergent Directive 2005 – 2004/648/EC. This requires all surfactants to break down both quickly and completely into harmless material such as CO2 and water.


**Selden Environmental Charter**

- We set ourselves industry leading standards.
- Selden minimises wastage, packaging and transportation.
- If it can be recycled, it will be recycled.
- Our chemicals policy exceeds regulatory requirements.
- We don't expect other people to clean up after us.
- Conserving energy, preserving resources.
- By being innovative, we strive to do better.
- We like to work in partnership with our clients.

Visit our website for more information.

**External Accreditations**  
9001 - Quality System  
14001 - Environmental System  
18001 - Health & Safety System  
IPPC Certified Manufacturer

**Sustainability**  
Product conforms with the DEFRA endorsed Sustainable Cleaning guidance



**COSHH+ Supported**

Selden's bespoke COSHH awareness and product training tool. Users specify the products in use and instantly generate a full training pack to enable quick and effective staff training.



**www.flagship-mcp.com**

Flagship products are those products that are included in Selden Multi-language Cleaning Programme. Flagship products have induction kits, best practise guidance, MSDS, wallcharts and usage guides available in the following languages

- english, french, spanish, portuguese, polish, german, dutch, russian, romanian, estonian, czech, croatian.



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**SELDEN**  
formulating  
testing  
manufacturing  
to  
the highest  
standards

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