



## **Novozymes Medley®**

Composed to help achieve  
your goals, simply



In tune with your  
need for greater simplicity

 **Procurement**

 **Production**

 **Performance**

# Our finest talents playing as one for you

- More than 50 years of experience in creating superior enzymes
- and helping our customers reach their goals go into our solutions.
  
- Novozymes Medley® is our greatest compilation so far,
- carefully composed to take
- you further.



Works in harmony with  
our unique Evity® technology



# An entire ensemble in one order simplifies **procurement**



# An entire ensemble in one order simplifies **procurement**



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01

## **Realize more savings**

Reduce overall raw material costs, improve your waste management – and optimize your business across the value chain.

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02

## **Free up working capital**

Fewer stock keeping units and a shorter shelf life for your raw materials will reduce your need for storage.

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03

## **Improve inventory management**

Get supply security with all the enzymes you need in one package.

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# A simple and sound approach to **production**



# A simple and sound approach to **production**

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01

**Reduce complexity**

Make it easier to handle raw materials and to introduce new formulations.

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02

**Gain higher processing control**

Lower variations in dosing and increase accuracy for better processing and quality control.

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03

**Lower your investment need**

Get more performance using your existing equipment.

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For outstanding  
**performance** time after time



# For outstanding **performance** time after time



01

**Achieve consistent performance**

Give consumers consistently high performance, even after storage.

02

**Address environmental concerns**

Offer consumers milder ingredients and help them wash clean at lower temperatures.

03

**Add more power**

Get more enzymes in one package for higher performance.

**Medley**<sup>®</sup> takes you where  
the European market is heading



**Liquid  
detergents**



**Sustainable  
detergents**



**New formats**

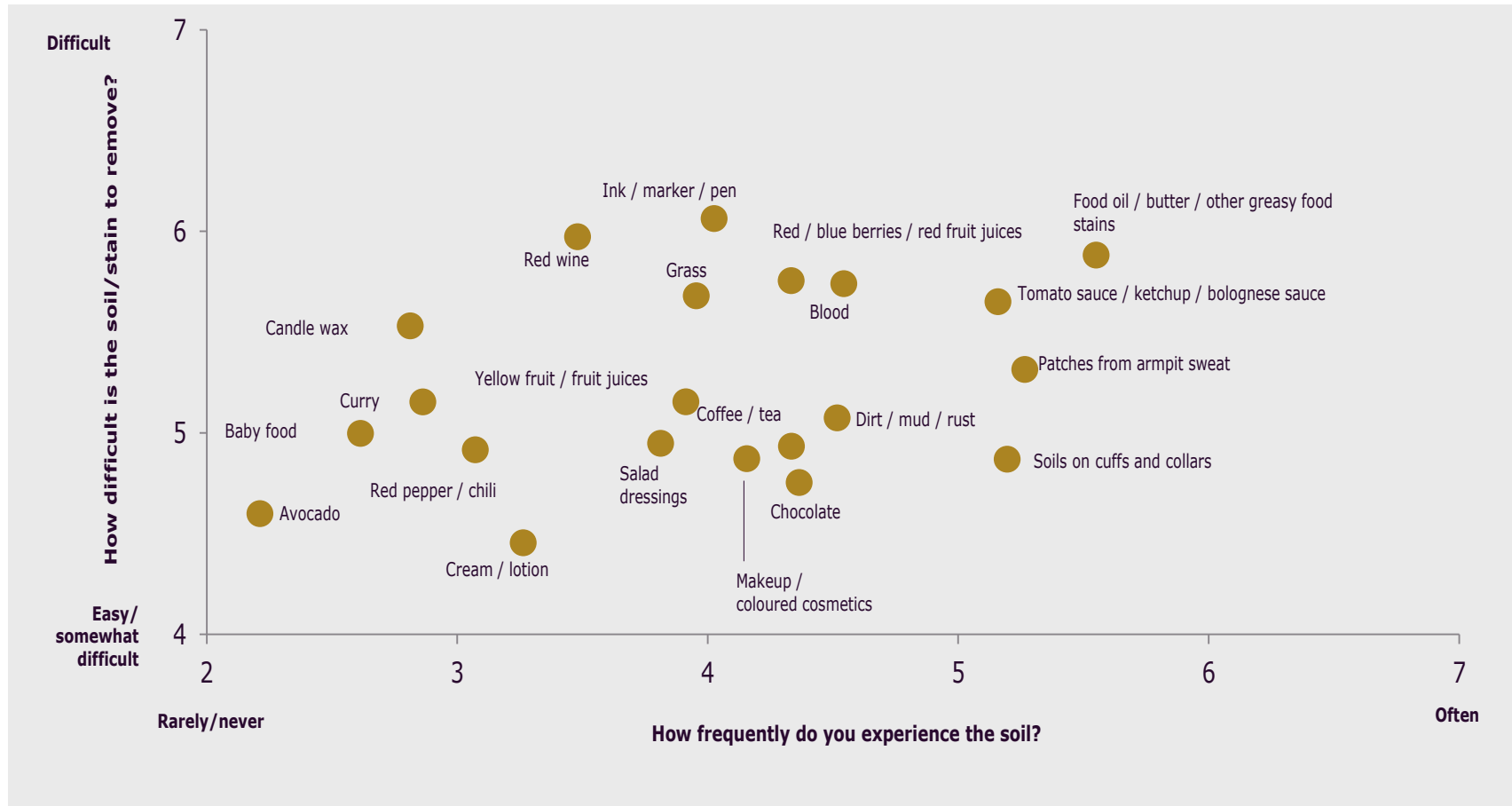


**Low-temperature  
washing**

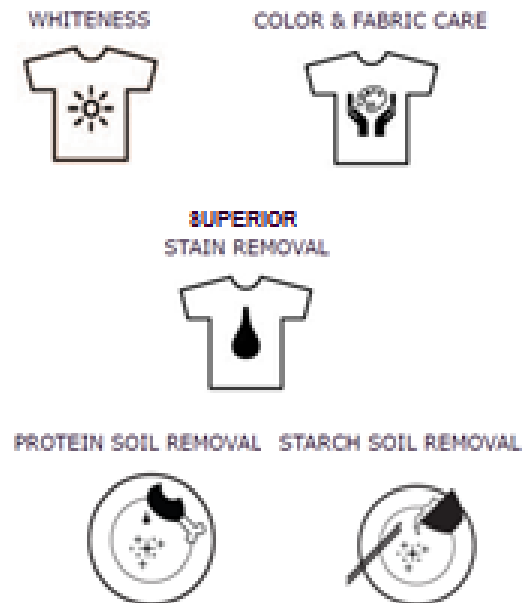
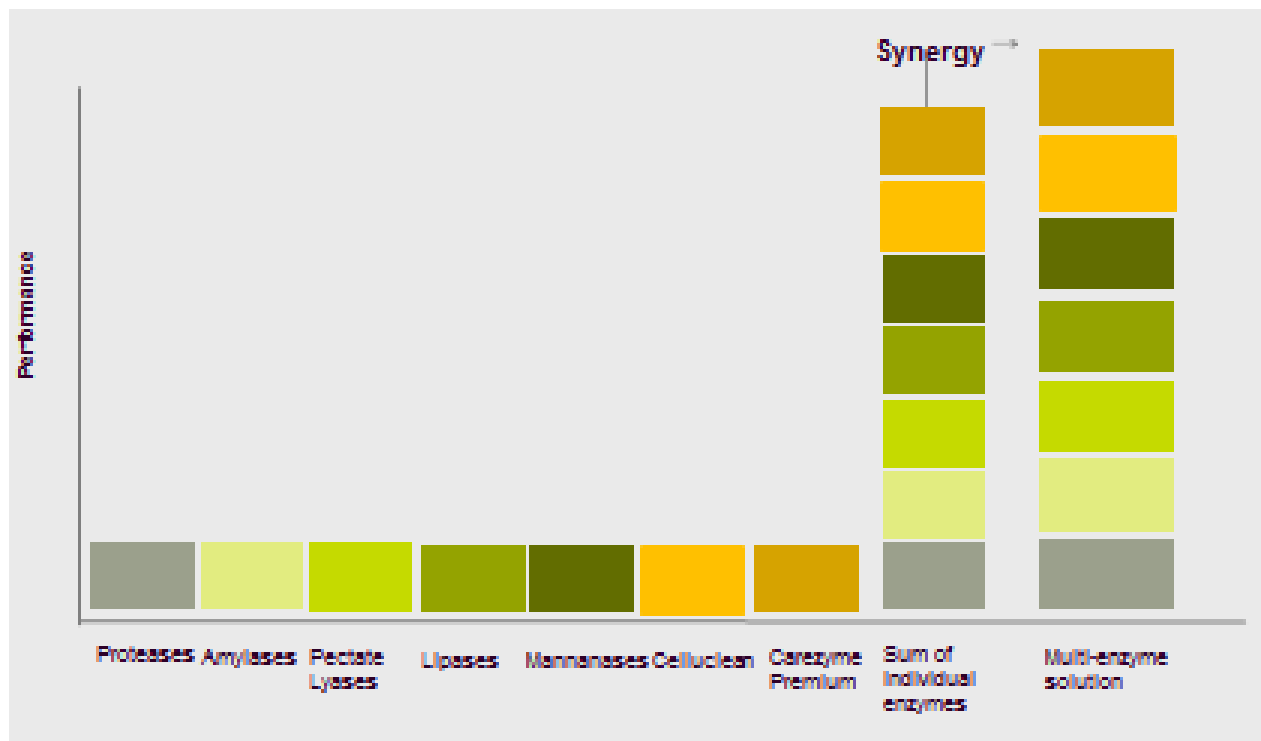


**Performance  
- value for money**

# Broad consumer survey forms the basis of **Medley**® designs for Europe



# Multi-enzyme blends creates synergy which helps your detergent perform higher



# Compiled to meet European trends and help reach your goals



## Medley® Essential

## Medley® Pure

## Medley® Brilliant

Whiteness,  
color &  
fabric care



Stain  
removal+



Stain  
removal



Removes most  
common stains  
efficiently

Enhanced  
performance  
boost with extra  
stain removal

The complete  
album of stain-busting  
enzymes, with  
inclusion of color and  
fabric  
care



# Medley® Essential

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**Medley®  
Essential**

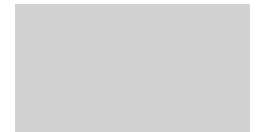
**Medley®  
Pure**

**Medley®  
Brilliant**

**Whiteness,  
color &  
fabric care**



**Stain  
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**Stain  
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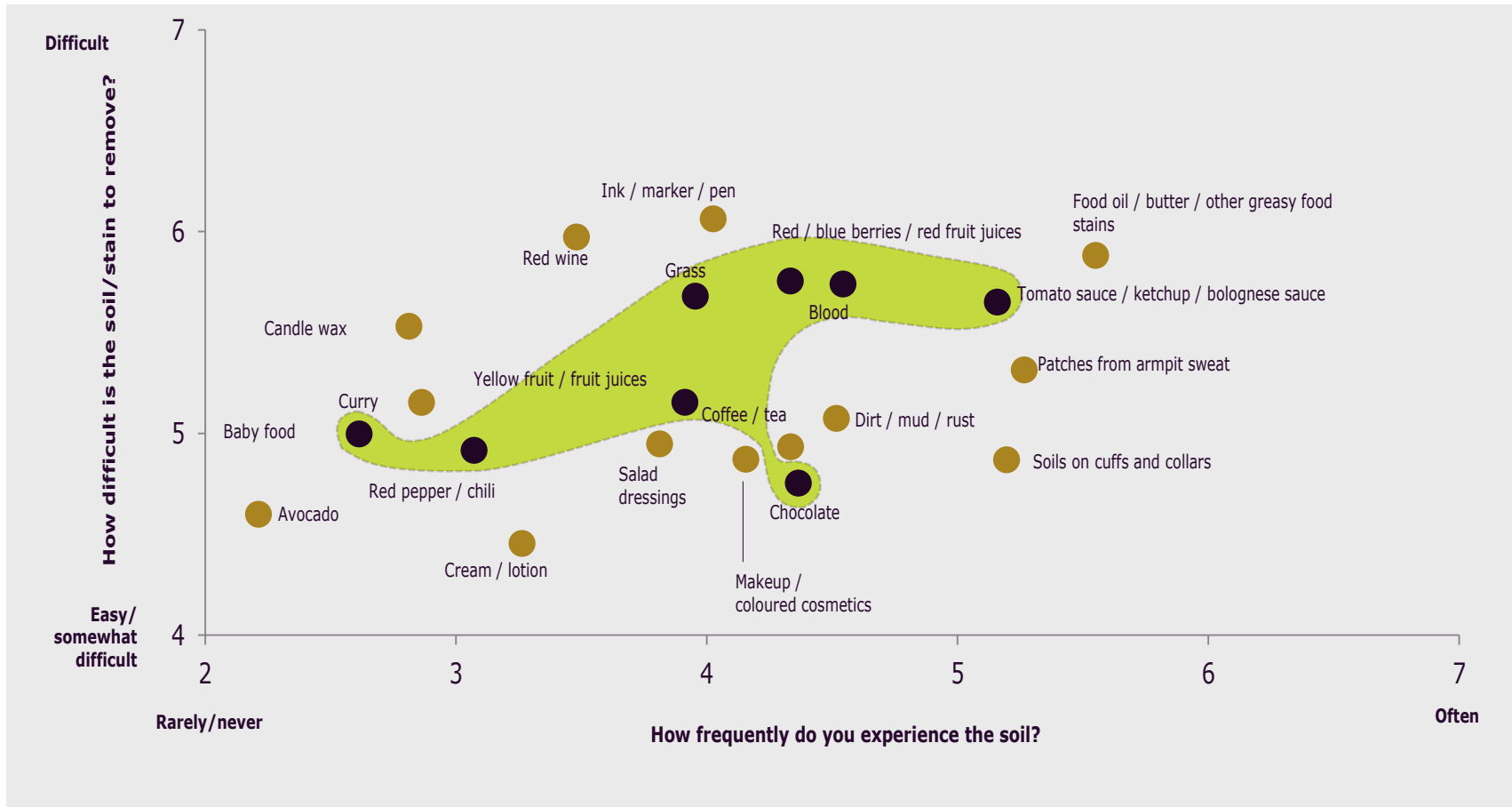


Removes most  
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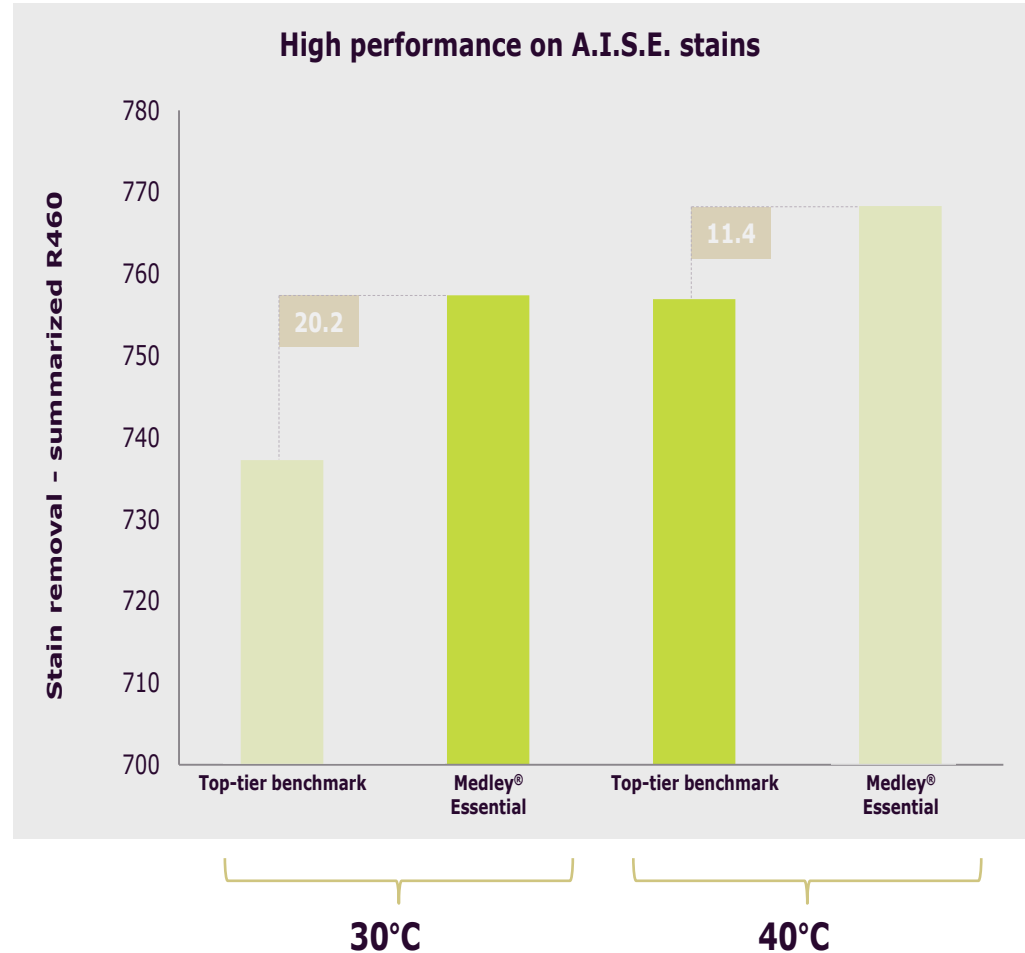
The complete  
album of stain-busting  
enzymes, with  
inclusion of color and  
fabric  
care

# Targets common and difficult stains



# Elevated performance on most-common stains at 30°C and 40°C

- Medley® Essential targets the most common stains (A.I.S.E.)
- Outperforms the benchmark at 30°C
- Outperforms the benchmark at 40°C
- Achieves the same performance as the benchmark at 40°C – at just 30°C



**Washing conditions:**

Detergent dosage 75 g/wash, 14 AISE stains, Medley Essential dosed @ 1.43%

# Compose new claims with **Medley® Essential**



The listed claims are indicative only and not constitute a representation or warranty of any kind, including without limitation a warranty of merchantability or fitness for a particular purpose of use. Detergent producer holds the sole responsibility for its use of the Medley hereunder in terms of ensuring regulatory compliance of any kind and non-infringement of third party rights.

# Medley® Pure



# Compiled to meet European trends and help reach your goals



Medley®  
Essential

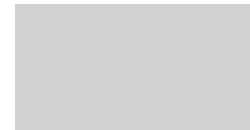
Medley®  
Pure

Medley®  
Brilliant

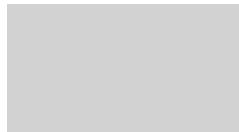
Whiteness,  
color &  
fabric care



Stain  
removal+



Stain  
removal

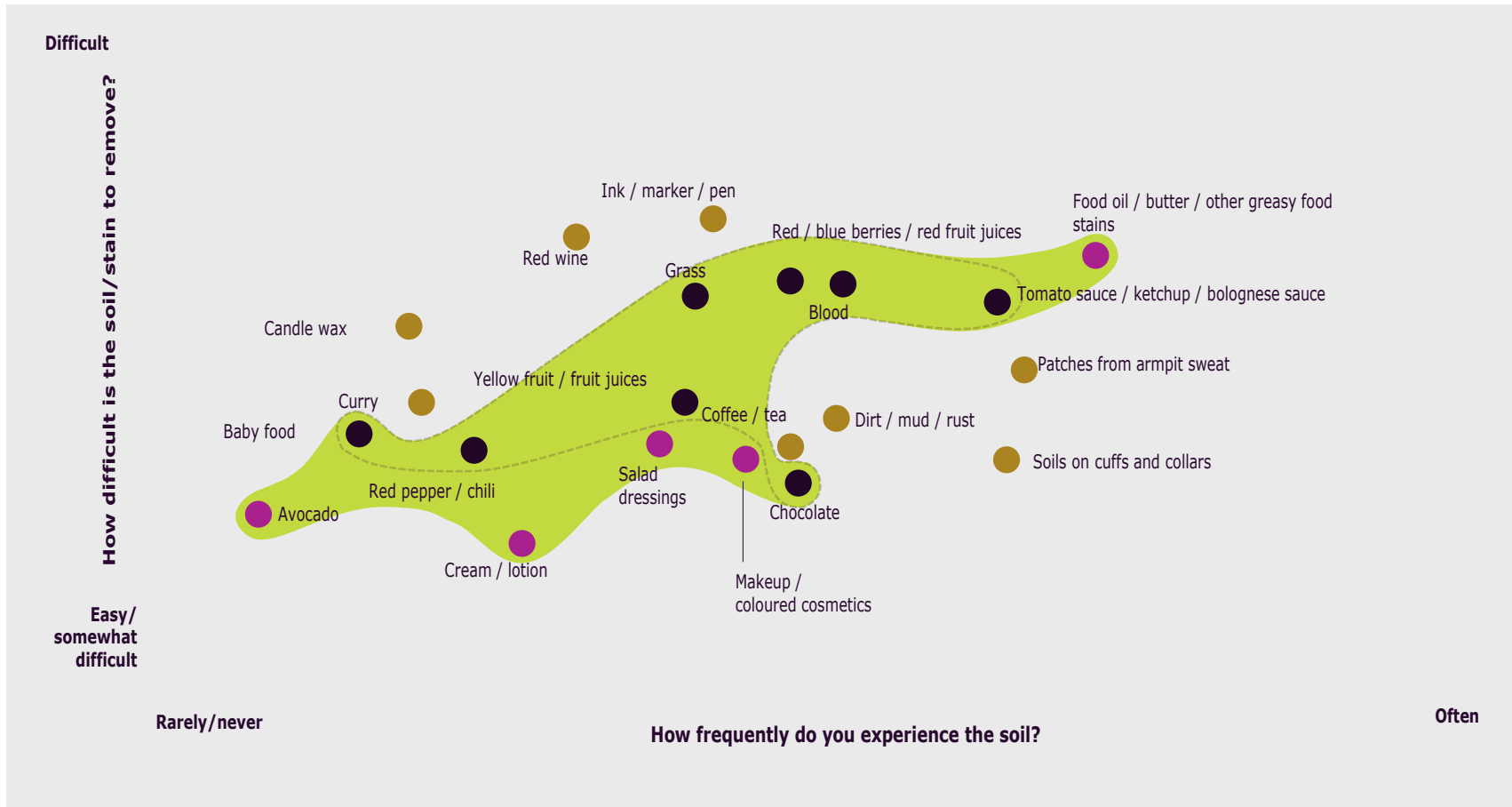


Removes most  
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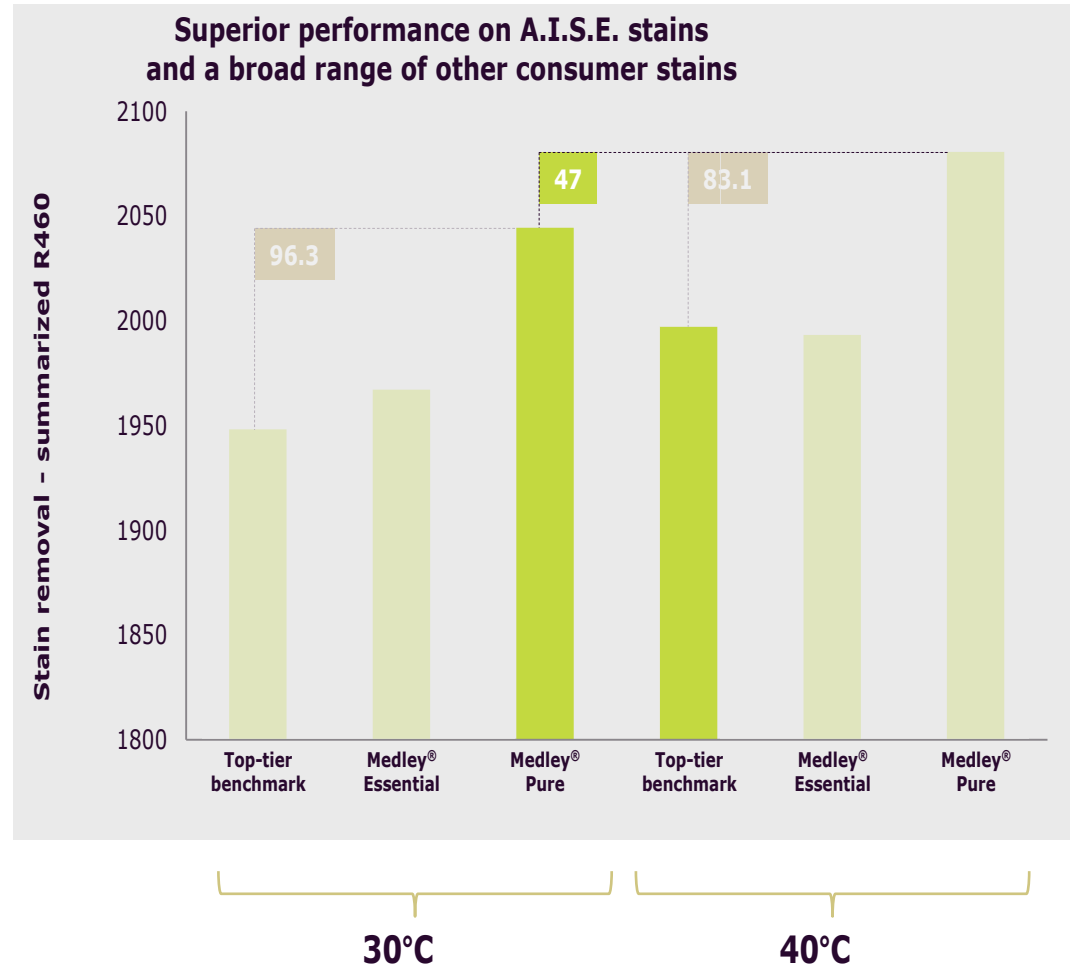
# Targets common and difficult stains



**Source:**  
 Efficiency3, 2012 Web survey among 3160 consumers in DE, UK, FR, IT, ES, PL. Results are weighted averages based on population size

# Superior performance on a broad consumer stain set at 30°C and 40°C

- Medley® Pure goes beyond the stain spectrum of Medley® Essential.
- Tested on a broader range of consumer stains, Medley® Pure outperforms the benchmark and Medley® Essential at 40°C – at just 30°C



**Washing conditions:**

Detergent dosage 75 g/wash, 14 AISE stains, 19 additional relevant stains, Medley Essential dosed at 1,43%®Medley Pure dosed at 2,24%

®

# STIWA-approved performance confirmed by The Hohenstein Institute



**HOHENSTEIN**

Hohenstein Laboratories - Schloss Hohenstein - 74357 Bönnigheim

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GmbH & Co. KG**

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a.keil@hohenstein.de

Kundennr. / Client no. \_\_\_\_\_

Zuständig für Rückfragen / Contact person  
Anna Keil

Unser Zeichen / Our ref.  
akf

Datum / Date  
30. Juli 2014

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**Prüfbericht Nr. / Test report no. 14.2.11633**

**Auftraggeber:** Siehe Anschrift  
*Client:* see address

**Prüfgegenstand:** 6 enzymhaltige Waschmittel  
*Test sample:* 6 enzyme-containing detergents

**Auftragsdatum:** 26.05.2014  
*Date of order:*

**Antragsingang:** 26.05.2014  
*Receipt of order:*

**Eingang Prüfgegenstand:** 13.06.2014  
*Receipt of test samples:*

**Prüfzeitraum:** 2014, KW 26 bis KW 31  
*Period of testing:* 2014, week 26 to week 31

**Probenahme:** Der Prüfgegenstand wurde uns vom Auftraggeber übersandt.  
*Sampling:* The test sample has been delivered to us by the client.

*A. Keil* *Florian*

Dipl.-LM-Chem. Anna Keil Dipl.-Ing. (FH) Florian Girmond

Der Prüfbericht umfasst 3 Seiten und einen Tabellensatz mit 8 Seiten. /  
The test report comprises 3 pages and a set of tables of 8 pages.

# Compose new claims with **Medley® Pure**



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**Medley®**  
**Brilliant**



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Whiteness,  
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Stain  
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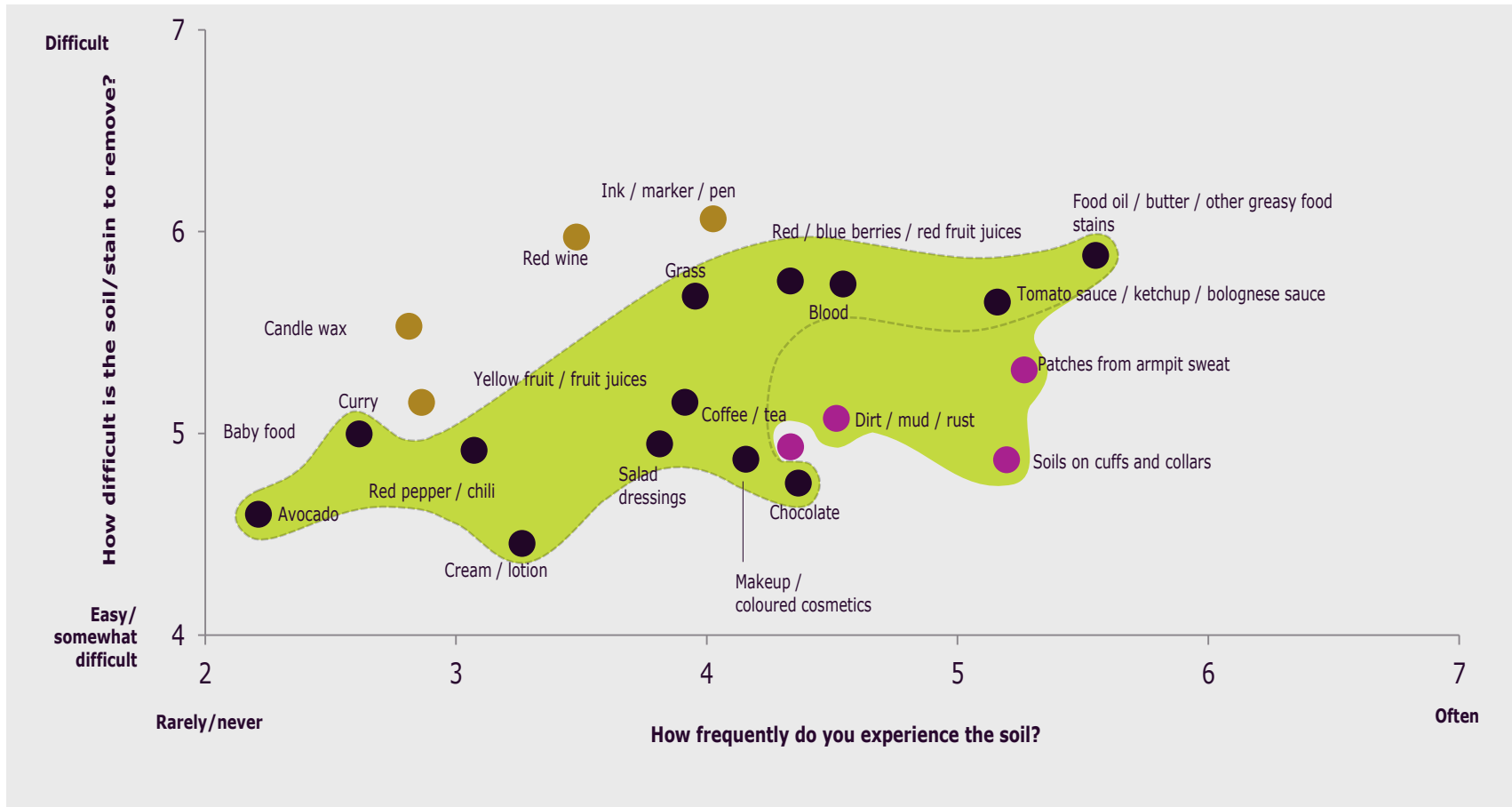


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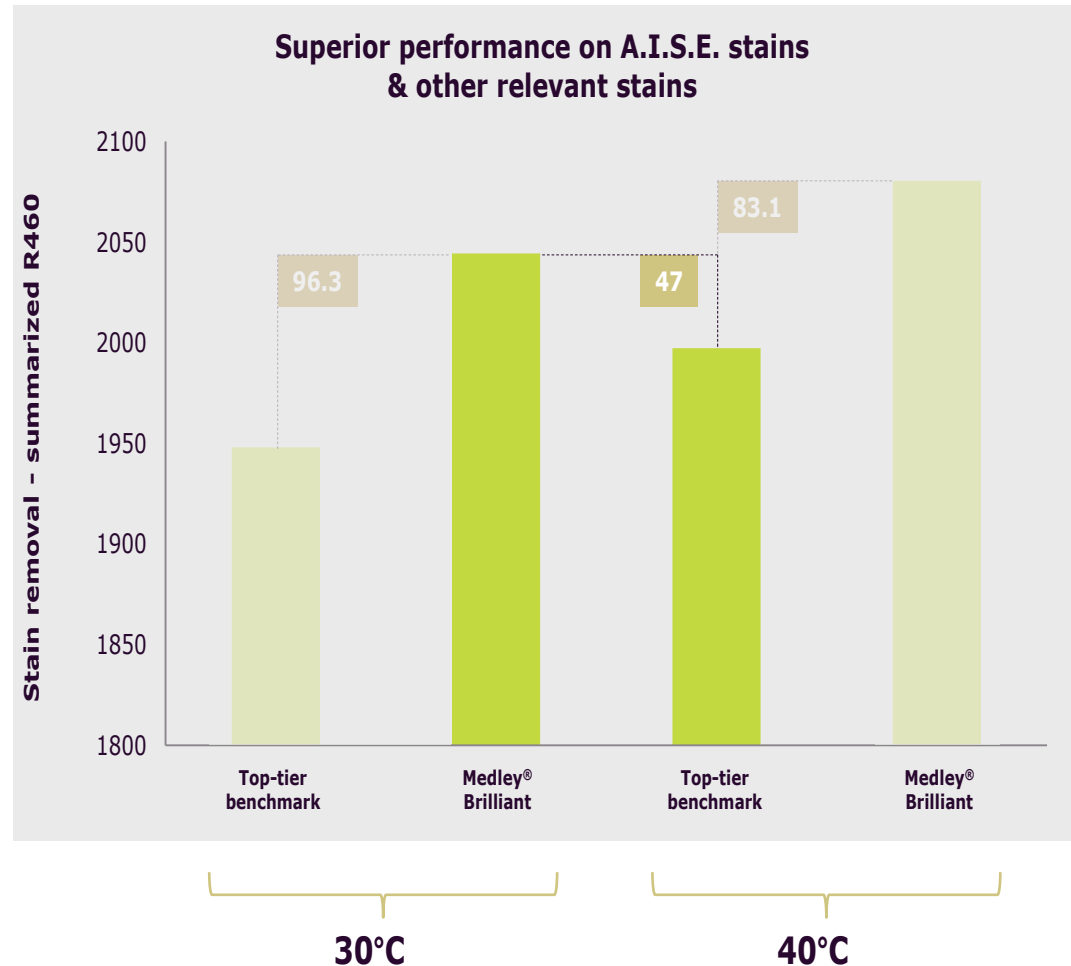
The complete  
album of stain-busting  
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inclusion of color and  
fabric  
care

# The complete enzyme album, designed for the best performance



## Best in class stain removal

- Medley® Brilliant is key for targeting a broad stain set, including A.I.S.E stains
- Outperforms the benchmark at 30°C
- Outperforms the benchmark at 40°C
- Outperforms the benchmark at 40°C
  - at just 30°C

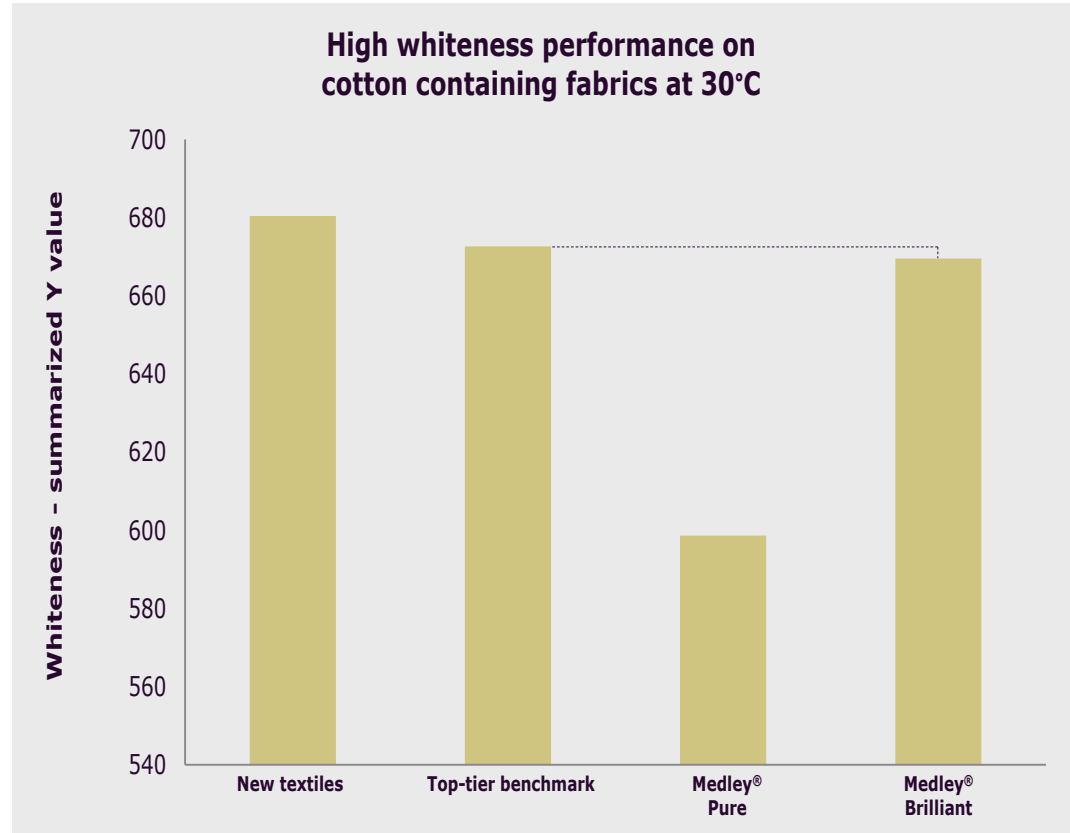


**Washing conditions:**

Detergent dosage 75 g/wash, 14 AISE stains, 19 additional relevant stains, Medley Brilliant dosed at 2.63%®

# Helps you meet the benchmark for best whiteness performance

- Medley® Brilliant is the key solution for keeping whites white
- Achieves same performance as the benchmark



**Washing conditions:**

Detergent dosage 75 g/wash, 8 cotton containing whiteness tracers, Medley Pure dosed at 2.24%, Medley® Brilliant dosed at 2.63%

Helps consumers restore  
colors and overall look



**Washing conditions:**

Cotton washed 20 times at 30°C/15°dH in European liquid detergent dosed at 75 g/wash. Medley® Pure dosed at 2.24%, Medley® Brilliant dosed at 2.63%

# Compose new claims with **Medley® Brilliant**



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## Medley® Pure

## Medley® Brilliant

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removal+



Stain  
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Ready to hit play?

[insert presenter name and contact info]



## Rethink Tomorrow

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