



Message from the Director

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Director of ESCS

The Reasons Behind Emirates Safe Cleaning Solutions

As a citizen of the UAE I was very much impressed by the importance that our late great leader **Sheikh Zayed** attached to the up keeping and improving of our environment. It fills me with great pride that the city that I call my home, Al Ain is known as the 'Oasis Garden City' and this I believe is due to the legacy left to us by **Sheikh Zayed**.

Over a long time I have reflected on why the 'Father of our Nation' placed such a high emphasis on our environment, when I am sure that there must have been many other issues that he would have had to consider on a daily basis. Eventually, I reached the conclusion that the environment enables our whole society to exist, not just within the UAE, but the wider world, and without it we cannot survive. Therefore I believe that the vision of **Sheikh Zayed** clearly constitutes that we all have a responsibility to assist in maintaining and improving our environment for both our own generation and for future generations yet to come.

Here in the UAE and the Middle East generally, water conservation is a very important issue to us all. It is with this mindset that I took the decision to form Emirates Safe Cleaning Solutions (ESCS). After carrying out research ESCS identified that over 99% of the cleaning products used in the UAE are bleach based. In simple terms, bleach is an acid that damages everything it comes into contact with, and everyday 1000's of litres of bleach are being put into our water supply. Cleaning is carried out on a daily basis, in homes, malls, schools, hospitals, everywhere and so this is a key area where we should be environmentally friendly in the products that we are using.

ESCS has been formed with the key strategic aim of providing cleaning solutions which are both at the forefront of cleaning technology and are environmentally friendly.

The ESCS Vision

ESCS intends to be the future of safe cleaning solutions in the Middle East and beyond. It will achieve this by ensuring that the most technologically advanced and environmentally friendly cleaning solutions are available to both business customers and private consumers in this region and beyond.

The ESCS Guarantee

The ESCS guarantee to our users is as follows:

- With ESCS you are not just buying a product, but buying a service;
- All the products we provide without exception will be environmentally friendly;
- All the products without exception will clearly state the viruses and bacteria that they are effective against;
- All the products within the DuoMax range without exception have a minimum 5 log reduction: **99.999%** up to 6 log reduction **99.9999%**
- All the products we provide without exception will be alcohol free and non toxic;
- All the products that we provide have been independently tested and verified within the European Union, United Kingdom and the United Arab Emirates;
- All the products that we provide will continually be improved to ensure that they continue to be the most effective products of not just today, but in the future too.

My Request to You

I passionately believe that the DuoMax range of products offers the best environmentally cleaning solutions available today. However, I don't just want you to take my word for it. I want you to find this out for yourself. I would like you to try the DuoMax range of products and to see for yourself the benefits they can provide for you, your family, your customers, and the environment.

Together we can all play our part in making our society more environmentally friendly.

"On land and in the sea, our fore-fathers lived and survived in this environment. They were able to do so because they recognised the need to conserve it, to take from it only what they needed to live, and to preserve it for succeeding generations".

*SHEIKH ZAYED bin SULTAN AL NAHYAN (1918 - 2004)
The United Arab Emirates*

Ahmed Al Hasani
Founder of Emirates Safe Cleaning Solutions