

*Hagerty*<sup>®</sup>

— SINCE 1895 —

## WHITE LINE CATALOGUE



CARING FOR WHAT MATTERS THROUGH TIME





After having created the first Silver Polish with tarnish preventive, William J. Hagerty founded Hagerty in 1895 in South Bend, USA. Neighbors and friends were his first clients, then mail orders started coming. In the early 50's other high quality cleaners were developed by William Hagerty's grand-sons : cleaners for jewelry, fine silver items and cutlery.

Today, strong of its more than 125 years of expertise, Hagerty is based in Switzerland and is present in over 70 countries. Hagerty develops and commercializes specific care products for: Jewelry, Watches and Accessories/ Decoration items/ Tableware/ Carpet and Textile/ Multi-surfaces with various materials. Taking care of your precious possessions is our mission !



## JEWELLERY, WATCHES & ACCESSORIES



## DECORATION & TABLEWARE



## FLOOR CARE



## MULTISURFACE CARE





WHITE LINE

# JEWELLERY, WATCHES & ACCESSORIES

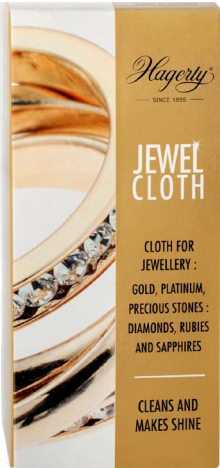


**JEWEL CLEAN**

- Exclusive highly-effective formula with active ingredients, for dip cleaning of diamonds, sapphires and rubies on gold and platinum.
- Guarantee of no residues or damages on stones, thanks to the high dilution properties of cleaning agents.
- Including a basket for easy handling.

Made in Europe (The Netherlands)

**125ml**



**JEWEL CLOTH**

- 100% cotton cloth, with exclusive Hagerty “Jewel Clean” dry impregnation for cleaning diamonds, sapphires and rubies on gold and platinum.
- Thanks to natural oils and clay, it polishes and refurbishes, smoothing the surface and providing a drip-off effect.
- Antibacterial cloth.

Made in Europe (Germany)

**24 x 30cm**



**SILVER CLEAN**

- Exclusive highly-effective formula with active ingredients, for dip cleaning of silver and silver-plated.
- Guarantee of no residues or damages, thanks to the high dilution properties of cleaning agents, leaving anti-tarnish protection.
- Including a basket for easy handling.

Made in Europe (The Netherlands)

**125ml**



**SILVER CLOTH**

- 100% cotton cloth, with exclusive Hagerty “Silver Clean” dry impregnation for cleaning silver and silver-plated jewellery.
- Thanks to natural oils and clay, it polishes and refurbishes, smoothing the surface and providing a drip-off effect.
- Antibacterial cloth.

Made in Europe (Germany)

**24 X 30 cm**



**FASHION JEWEL CLEAN**

- Exclusive highly-effective formula with active ingredients, for dip cleaning of jewellery with crystal, zirconia and glass.
- Guarantee of no residues or damages, thanks to the high dilution properties of cleaning agents.
- Including a basket for easy handling.

Made in Europe (The Netherlands)

**125ml**



**FASHION JEWEL CLOTH**

- 100% cotton cloth, with exclusive Hagerty “Fashion Jewelry Clean” dry impregnation for cleaning jewellery with crystal, zirconia and glass.
- Thanks to natural oils and clay, it polishes and refurbishes, smoothing the surface and providing a drip-off effect.
- Antibacterial cloth.

Made in Europe (Germany)

**24 x 30 cm**



WHITE LINE

# DECORATION & TABLEWARE

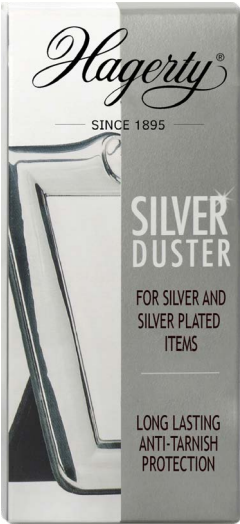


**SILVER POLISH**

- Exclusive highly-effective formula with active ingredients, for cleaning of silver and silver-plated.
- Contains a polishing agent which guarantees a constant and controlled granulometry, to avoid micro-scratches.
- Leaves a protective film that prevents oxidation.

Made in Europe (The Netherlands)

**125 ml**

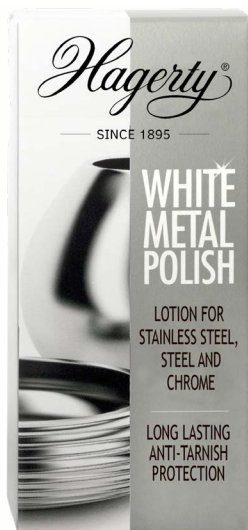


**SILVER DUSTER**

- 100% cotton cloth, with exclusive Hagerty dry impregnation for cleaning silver and silver-plated items, with anti-tarnish effect.
- Thanks to natural oils and clay, it polishes and refurbishes, smoothing the surface and providing a drip-off effect.
- Antibacterial cloth.

Made in Europe (Germany)

**36 x 30 cm**



**WHITE METAL POLISH**

- Exclusive highly-effective formula with active ingredients, for cleaning of steel, stainless steel and chrome.
- Contains a polishing agent which guarantees a constant and controlled granulometry, to avoid micro-scratches.
- Leaves a protective film which is resistant to resoling and water stains.

Made in Europe (The Netherlands)

**125 ml**

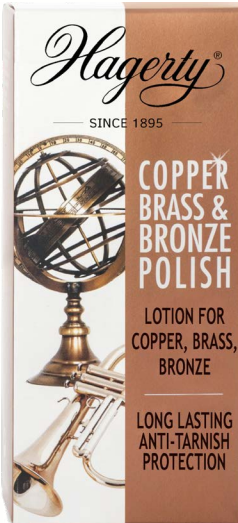


**WHITE METAL DUSTER**

- 100% cotton cloth, with exclusive Hagerty dry impregnation for cleaning, stainless steel or chrome items, with anti-tarnish effect.
- Thanks to natural oils and clay, it polishes and refurbishes, smoothing the surface and providing a drip-off effect.
- Antibacterial cloth.

Made in Europe (Germany)

**36 x 30 cm**



**COPPER, BRASS & BRONZE POLISH**

- Exclusive highly-effective formula with active ingredients, for cleaning of copper, brass and bronze items.
- Contains a polishing agent which guarantees a constant and controlled granulometry, to avoid micro-scratches.
- Leaves a protective film that prevents oxidation.

Made in Europe (The Netherlands)

**125 ml**



**COPPER, BRASS & BRONZE DUSTER**

- 100% cotton cloth, with exclusive Hagerty dry impregnation for cleaning copper, brass and bronze items, with anti-tarnish effect.
- Thanks to natural oils and clay, it polishes and refurbishes, smoothing the surface and providing a drip-off effect.
- Antibacterial cloth.

Made in Europe (Germany)

**36 x 30 cm**





## CRYSTAL CLEAN

- Exclusive Hagerty Formula developed from solvents of vegetable origin to clean crystal chandeliers and decorative items.
- Dust and grease will drop down effortless without damaging crystal.
- Easy-to-use spray-on bottle.

*Made in Europe (France)*

**500 ml**



## WOOD CARE

- Exclusive Hagerty cleaning and nourishing cream for all kind of natural wood furniture and decorative items.
- Contains Tectona Grandis substances, which have antioxidant and cleansing properties.
- Like a cosmetic cream, the formula will protect the wood surface.

*Made in Europe (The Netherlands)*

**125 ml**

## LEATHER CARE

- Exclusive Hagerty cleaning and nourishing cream for leather furniture, clothing and accessories.
- Contains natural Carnauba wax, lanolin and glycerin, which restores suppleness and nobility to leather.
- Like a cosmetic cream, the formula will protect the leather surface against humidity and micro scratches.

*Made in Europe (The Netherlands)*

**125 ml**



## LEATHER SPRAY

- Easy-to-use spray that cleans and maintains leather furniture, clothing and accessories.
- Thanks to its natural ingredients, the formula will nourish and restore the leather surface.
- Easy-to-use spray formulation, which applies a thin layer without overcharging the surface.

*Made in Europe (Belgium)*

**200 ml**



## SILVER BATH

- Exclusive highly-effective formula with active ingredients, for dip cleaning of silver and silver-plated.
- Guarantee of no residues or damages, thanks to the high dilution properties of cleaning agents, leaving anti-tarnish protection.
- Including a basket for easy handling.

*Made in Europe (France)*

**580 ml**



## COOKTOP CARE

- Professional Hagerty formula for cleaning ceramic and induction hobs.
- Formulated with Diatomaceous earth, natural ingredient which takes care of the surfaces.
- Leaves a protection film against stains and fingerprints.

*Made in Europe (The Netherlands)*

**250 ml**



WHITE LINE  
FLOOR CARE



5\* BLUE H MACHINE

A revolutionary system that offers a complete and global service to solve carpet & floor cleaning problems in combination with Hagerty 5 \* Shampoo Concentrate.



5\* SHAMPOO CONCENTRATE

- Thanks to the Blue H machine, it deep cleans buried dirt, dust and grime, removing stains and odors.
- Rejuvenates fibers and colours.
- Minimizes the risks of allergies by encapsulating mites and destroying their allergens.

Made in Europe (France)

1L & 5L (for professionnna use)



WOOD CARE

- Exclusive formula for a deep cleaning of wood floors. With a neutral pH, it cleans all kind of stains. Prevents fouling between the slats.
- Contains large concentration of polymer, that gives a bright finish to wood floors.
- With essential oils of citrus for a sweet and delicate fragrance.

Made in Europe (France)

1L



NATURAL STONE CARE

- Formula with 10% of pure vegetal soap for deep cleaning of natural stones floors, bringing back original shine.
- With black soap and linseed oil, it ensures protection against stains.
- Contains essential oils of citrus for delicate fragrance.

Made in Europe (France)

1L



MARBLE CARE

- Deep cleaning and degreasing shampoo for marble, polished concrete and sandstone floors.
- Rock crystal enriched formula that re-mineralises the surface.
- It avoids traces and slipping on smooth floors while respecting the natural lustre of surfaces.

Made in Europe (France)

1L



WHITE LINE  
MULTISURFACE CARE



DRY SHAMPOO

- Dry powder which cleans and captures dirt on delicate fabrics like carpets, rugs and upholstery.
- It does not alter the original texture or colour, and respects the fibres.
- Protection against the rapid deposition of new impurities.

Made in Europe (Germany)

500 g



FOAM SHAMPOO

- Cleans, freshens up and protects washable fabrics: carpets, rugs, upholstery and car seats, eliminating dust and dirt.
- It does not alter the original texture or colour and respects the fibres.
- Protection against the rapid deposition of new impurities.

Made in Europe (Belgium)

600 ml



S.O.S SPOT REMOVER

- Express spot remover with a reinforced efficacy to be used on washable textiles.
- It does not alter the original texture or colour and respects the fibres.
- Ideal as pre-treatment, before using the Blue H machine on carpets, rugs or upholstery.

Made in Europe (France)

500 ml

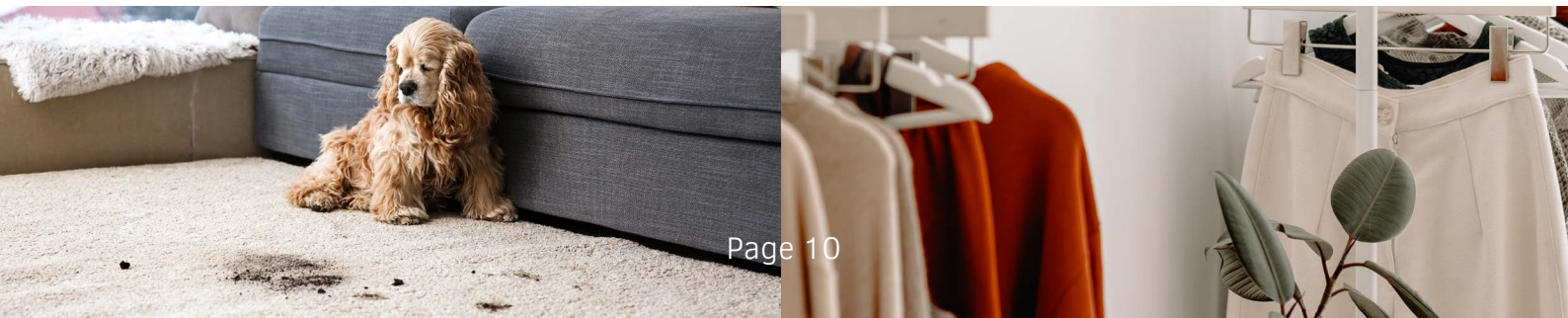


ODOUR ELIMINATOR

- Destroys the molecules responsible for unpleasant odors like tobacco, smoke, food (frying, fat, etc.) animal secretions, vomit, sweat, mold.
- Odour eliminator with reinforced performance to be used on all kinds of textiles.
- Made with 100% Natural ingredients, minimizing risk of allergies.

Made in Europe (France)

500 ml



MICROFIBER GLOVE FOR GLASS

- Easy to use double-sided mitten for all glass surfaces like windows and mirrors, that cleans without chemicals, just with a few drops of water, granting streak free result.
- Protects the surface as it is scratch free.
- Environmentally friendly as it is machine washable at 40°C and reusable for many months.

Made in PRC

23 x 13 cm



MICROFIBER GLOVE FOR STAINLESS STEEL

- Easy to use double-sided mitten for steel surfaces like kitchen appliances: fridge, oven or coffee machine, that cleans without chemicals, just with a few drops of water, granting streak free result.
- Protects the surface as it is scratch free.
- Environmentally friendly as it is machine washable at 40°C and reusable for many months.

Made in PRC

23 x 13 cm



MICROFIBER GLOVE FOR CERAMICS AND TILES

- Easy to use double-sided mitten for tiles and ceramic surfaces like the bathtub, shower or sink, that cleans without chemicals, just with a few drops of water, granting streak free result.
- Protects the surface as it is scratch free.
- Environmentally friendly as it is machine washable at 40°C and reusable for many months.

Made in PRC

23 x 13 cm





# WHITE LINE TRADE MARKETING SUPPORT

## HD Images

High definition images of Hagerty products, corporate visuals and mood pictures are available to be downloaded.



## Tutorials

30 seconds how-to-use tutorials, available for all Hagerty products.



## Window sticker

Size : 10 cm diameter.



## B2B Corporate Catalogue

Size : 21 x 29.7 cm  
Pack of 25 units.



## B2B Corporate Flyer

Size : 21 x 10 cm  
Pack of 200 units.



## B2B Flyers Stand

Size : 30 x 41 cm

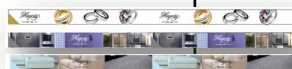


## Shelf tray



## Shelf Stripes

Size : 60 x 4 cm



## Counter Display Corporate Small or Large

Size : 20 x 30 x 20 cm  
40 x 30 x 20 cm



## White Line Floor Care Display

Size : 170 x 50 x 65 cm



## Roll-up

Personnalized roll-up for specific POS activations, fairs, exhibitions and events.

Size : 200 x 60 cm



## Stand Display Corporate White

Size : 30 x 40 x 195 cm



## PLV type Lama (R)

Size : 99 x 50 cm

Development on request.

