

**A SAFE, ECO  
FRIENDLY  
WAY  
TO KEEP  
BEER LINES  
CLEANER  
FOR LONGER.**

**LineClenze:**

[www.lineclenze.com](http://www.lineclenze.com)

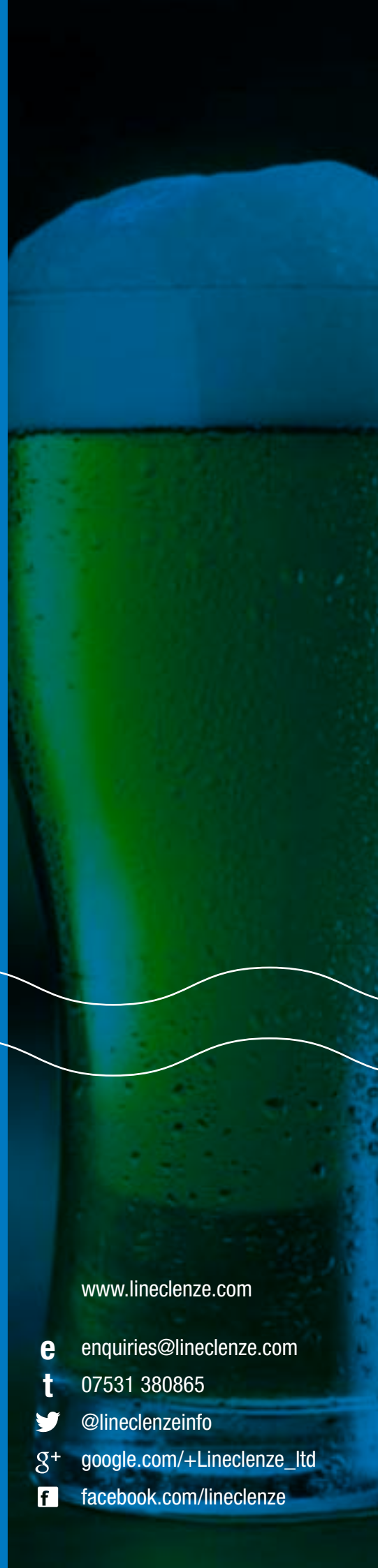
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# What is LineClenze?

Visit [www.lineclenze.com](http://www.lineclenze.com) and use our savings calculator to discover how much money you could be saving.

A simple  
yet effective  
system.



The extended time between cleaning the beer lines saves time and money by:

Saving on ullage, up to 75%

Saving water

Saving time/labour

Saving cleaning materials

Extending the working life of the beer line

The quality of the beer is maintained

Environmentally Friendly.

UP TO...

12

BEER LINES PER UNIT

28

DAYS BETWEEN CLEANING

75%

SAVING ON ULLAGE

# Who are LineClenze?

“We are an independent family run business, supplying eco friendly products to the hotel and bars industry for the cleaning of beer lines”.

Traditionally, this has been an unpleasant and dangerous procedure, that staff hate doing. It involves weekly cleaning with highly a corrosive substance, usually caustic soda. Deaths and injury have occurred. It also means many pints of beverages are wasted in the ‘pull through’ to clear the lines, between 3 and 7, per line. If there are 10 lines, that is 70 pints, per week ! and loss of revenue.

We supply a device that attaches to each beer line, which increases the time between each clean to a minimum of 4 weeks. This is a huge saving to the hotel / bar industry, which is why it is attractive to them. The staff don’t have to clean the lines weekly either, which is another very attractive point, as no one likes doing it.

Our other product is an eco friendly cleaning powder, to replace caustic soda. It deeply cleans the lines, and if left in the lines for 6 hours (overnight) it kills all bacteria. It is very effective and safe to use.

LineClenze slowly developed over a couple of years, beginning with the Device, then the research and development of the safer cleaning product. We love the eco friendly side of it, and the saving to the customer. It is a win win scenario. The government are concerned about the amount of pollution that enters the waterways and rivers from pubs and hotels, as there are nearly a million outlets. The LineClenze system saves each outlet 39 cleans, reducing the pollution enormously.



# LineClenze powder



**lineclenze beer line cleaning powder is a safe, odourless, eco friendly cleaner with many uses.**

**LineClenze Beer Line Cleaning Powder is a white powder cleaner that uses active oxygen to penetrate and remove carbon soils, protein soils, fatty acids and staining.**

The amount of oxygen generated is 4 – 5%. It is a buffered alkaline detergent that has been proven to be more than an effective substitute for caustic soda.

Due to the fact it is effective at all temperatures, it is ideal as a soak cleaner and is not affected by hard water.

## **Benefits.**

Very effective replacement for caustic soda.

Non-hazardous and non-corrosive.  
Safe to handle.

Works at any temperature, generating  
4 – 5 % Oxygen.

Free rinsing.

Excellent hard water tolerance.

Protein soil, staining, baked on carbon  
and fatty acids.

LineClenze beer line cleaning powder is a safe,  
odourless, environmentally friendly cleaner.

LineClenze Powder has a formulation of buffers and mild alkalis that make it safe on skin and soft materials such as stainless steel, aluminium and plastics.

Avoid use on Teflon coated items. As a 'clean in place' cleaner it is very effective on brew kettles, fermenters, beer lines, conditioning tanks and packaging areas.

As an added environmental benefit, the oxygen also helps to reduce the biochemical, and chemical demand in the wastewater.

**Visit [www.lineclenze.com](http://www.lineclenze.com) to  
purchase your LineClenze beer  
line cleaning powder today.**

**“Lineclenze powder kills 99.9999% of two of the main causes of beer spoilage, Lactobacillus brevis and Saccharomyces cervisiae, if left in the beer lines overnight, (for at least six hours).”**

**Tony Watson**  
*Abbott Analytical*



# clients



**No 16. The Townhouse  
Stratford upon Avon.**

(Part of the City Pub Company)



**The Bell,  
Alderminster**



**The Marina,  
Stratford upon Avon**



**The Fuzzy Duck,  
Armscote**



**The Manor House Hotel,  
Moreton in the Marsh**

(Cotswolds hotels and inns)



**Drayton Manor Hotel**

(Interstate Hotels)

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