



# REINOL<sup>®</sup>



INDUSTRIAL  
HOUSEHOLD  
INSTITUTIONAL

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**TOTAL CLEANING SOLUTIONS**

## WHO WE ARE

**Reinol Obstfeld India**, an Indo-German venture setup in India in 1985 recently passed the milestone of serving the Indian Industry for more than 25 years.

The respect from the industry that it has gained over the years through new technological innovations coupled with groundbreaking chemical formulations has placed it foremost in the consumer mind-space.

It did not take long for the company to establish itself well on Indian soil. The first brand to be established by the company was **REINOL** – a Skin Safety Paste. The category and phrase “**Safety Skin Paste**” was conceived first time in the world by **REINOL**.

Over the years, **REINOL** has become a renowned brand in the industrial sector, serving age-old customers worldwide since 1921 and Indian customers since 1985.

**REINOL** is fundamentally a specialty paste for the safety of the skin and the Company uses its renowned R & D to develop specialist industrial chemicals to give to India it's other strong Institutional brand “**RIO**” and it's Household Consumer Brand “**MoKleen**”.

Reinol Obstfeld India launched the **REINILON** range for the Railways and other Industrial Maintenance and also the **REINOLIN** range for the Institutional use but has now rearranged all products under its extensive **RIO** range. Over the years, the company has added to this a very wide range of cleaning chemicals, now almost offering a product for nearly every need of “cleaning”. Constant research and development has propelled **MoKleen** from being a nascent entrant in the market to now becoming a laudable player in the FMCG category. The latest offering by the company was directed at the institutional segment and hence the inception of **RIO** took place.

**REINOL** finds its origin and strength from the land that gave the world strong brands like **Mercedes-Benz, Audi and BMW** and can easily boast of being the leader in its category of Industrial Skin Care all across the 7 continents.





# TECHNICAL SUPERIORITY

## QUALITY POLICY

Strive to manufacture and market Products at Competitive Prices Assuring On Time Delivery & satisfying Customer requirements by securing continuous Improvement in all our activities using ISO 9001:2008 Quality Systems as a structured framework.

Through leading-edge technology, innovation, and application specific research, we provide those solutions, which are most appropriate for a large cross-section of customers in a wide range of industries and institutions.

REINOL's business processes are based on a commitment to quality, continuous investment in research and development, creativity and know-how from its world resources. Through our increasing global networking, we are able to meet the needs of our customers, both across the Indian borders as well as across the length and breadth of India.

At REINOL we recognize that meeting our customer's needs is necessary for our own success. We provide our customers with consistent support and new ideas to help them reduce their process or maintenance expense thereby helping them attain World Class Standards of Safety, Health and Hygiene.

REINOL Industrial Skin Care \_\_\_\_\_ section A

REINILON Industrial range

RIO Premium institutional range

RIO Eco Line range

MOKLEEN homecare range



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# WHY US

- Single source to satisfy entire maintenance requirement
- Highest active matter to enable customized dilution
- Range to suit every need
- Range to suit every pocket
- No toxic chemicals used
- No polluting Phosphates used
- No chlorinated solvents used
- Biodegradable yet economical
- Consistent ISO quality management systems



ISO 9001:2008 CERTIFIED COMPANY





# REINOL®

INDUSTRIAL SAFETY SKIN PASTE





# REINOL®

In their search for the perfect product for Industrial Hand and Skin Care, Gebr Obstfeld GmbH in Germany put its Research & Development labs to work and created an exclusive product named REINOL. The resulting safety skin paste developed, is now sold across 21 countries and has become that perfect paste which has provided safety and skin care to millions of workers across all continents.

It is understood that workers on the shopfloor soil their hands with oil, carbon, grease etc. Washing hands with oils and solvents, degrease the hands but cause dermatitis. Subsequently washing them with detergent powders and bars in order to get the oils and resulting smells off, causes damage to the epidermis which is the outermost layer of the skin.



REINOL Safety Skin Paste has natural ingredients that roll over the skin to drive out the oil and soils trapped in pores, while the detergent free skin care ingredients hold them in suspension till they get rinsed off with water. After prolonged usage, the skin will no longer feel like leather - as the hands will remain clean, conditioned and protected.

While the users highly appreciate REINOL Safety Skin Paste's effectiveness in cleaning, they are unaware this paste's skin care process silently replenishes the natural oils lost during work and its skin emollients protects the hands from external damage.

**The perfect product for industrial hands and  
THE ONLY ALTERNATIVE  
REINOL®**





## Why is there a need for this product?



Reinol Safety Skin Paste eliminates multiple inventory, usage and costs relating to barrier creams, aggressive soaps & detergents, washing powders & other such harmful substitutes. It is an economical yet high performance alternative compared to the existing unsuccessful & aggressive methods of ridding hands of such stubborn and harmful soils. Significantly, it is the ONLY product of its kind in this category.

## Origin of such an innovative R & D heritage

Gebr Obstfeld GmbH, first manufactured Reinol Safety Skin Paste in Germany back in 1921. Due to constant R & D coupled with technical superiority, this paste became the pioneer product of an Indo-German collaboration, with its Indian setup being established in the country in 1985. Ever since, it has been manufactured in India and has been serving the Indian industry since over 25 years and is currently sold in over 5 continents across the world.







REINOL for Paint shops



REINOL for Oil Industry



REINOL for Printing Press



REINOL for Oil Rigs



As the name suggests, **Reinol Safety Skin Paste** is a paste-like product that is used to **clean, condition and protect** soiled hands of its users. Typically, its users comprise of Industrial workers that routinely soil their hands by constantly working with oils, dirt, grime, grease, carbon black, metallic dust, lubricants, inks, paints, thinners and other such hard to remove substances.

Reinol Safety Skin Paste effectively, efficiently & most importantly, economically removes such soils from the users hands, in just 1 wash !



REINOL in Everyday work



REINOL for Grease & Carbon Soot

This product contains rounded quartz particles which help in removing deeply embedded and ingrained soils (such as the ones mentioned above) from the pores on the users hand. It is a solvent free product, contains no acids, no detergents and no hydrocarbons.

This paste helps prevent Dermatitis – the No.1 industrial adversary  
**Notably, Reinol Safety Skin Paste is 100% safe for all kinds of users.**



REINOL for Mines



REINOL for Steed Plants



REINOL for Machine Slots



REINOL for Tyre Plants



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**MO**  
KLEEN

**REINOL**

**RIO**

HOUSEHOLD

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