

DIXIE ULTRA™



If You're Not Sanitizing Properly, What's the Point?

Dixie Ultra™ Surface System
Dispenser + Wipes + Trash Attachment

FOODSERVICE



64% of norovirus outbreaks in the U.S. are caused by restaurants.¹



91% of Gen Zs say restaurant cleanliness is extremely or very important.²



2/3 of operators believe Dixie Ultra™ Surface System could help them receive higher health inspection test scores.³

1 CDC Natural Outbreak Reporting System, 2009-2012

2 GP PRO Gen Z research, conducted by Technomic, 2016

3 GP PRO Proprietary research: CWP-19-1974



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Serious About Protecting Patrons? Ditch the Dirty-Water Open Bucket

Foodservice operators know too well the risks of exposing patrons to an unsanitary facility. Yet many still rely on the open-bucket method of “sanitizing” surfaces — repeatedly dipping a germ-ridden cloth back into dirty solution and moving to the next table. Just as troubling: Cloth towels in the open-bucket environment can lose proper sanitizing strength within 30 minutes. The Dixie Ultra™ Surface System changes everything. Welcome to a new era of surface sanitizing.

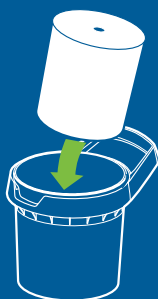


Meet the Dixie Ultra™ Surface System



COMPATIBLE WITH: Quaternary ammonium compounds (Quat), peroxide, peroxide with peracetic acid, isopropyl alcohol (70% solution), bleach, and phenolic.

Activating the System is Easy



1 INSERT ROLL



2 POUR SANITIZER
Up to 1/2 Gallon



3 THREAD WIPE FROM CENTER OF ROLL



4 PULL WIPE FROM AN ANGLE

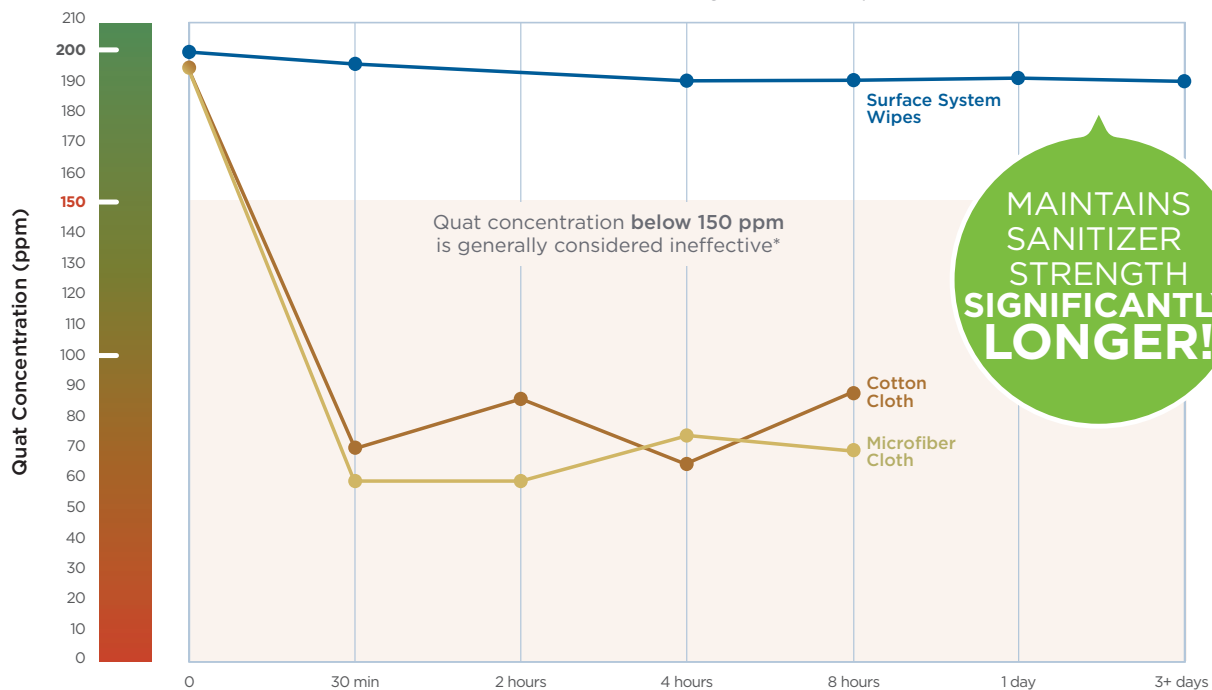
The Invisible Danger: Cloth Towels Quickly Deplete Sanitizer Strength

Most foodservice operations use quaternary ammonium (quat) compounds for sanitizing. Quat solutions are positively charged, while cotton and microfiber cloths are negatively charged — forcing quat ions to bind to the rag (“quat binding”). As a result: Due to quat binding that happens with cloth or microfiber, sanitizer strength can **decrease 50 to 70% in the first half hour!** At that point, you’re no longer sanitizing and may not know it.



Quat-compatible Dixie Ultra™ Surface System wipes can maintain proper sanitizer concentrations **significantly longer** than cotton and microfiber cloth towels. So, you can sanitize longer before changing solution.

Quat Loss Over Time: Surface System Wipes vs. Cloth Towels



Cotton and microfiber cloths were tested as one cloth per one gallon of sanitizer. Dixie Ultra™ Surface System was tested as one roll per one half gallon of sanitizer.
*Refer to your sanitizer manufacturer's instructions for proper concentrations.

Testing Your Sanitizer Strength¹



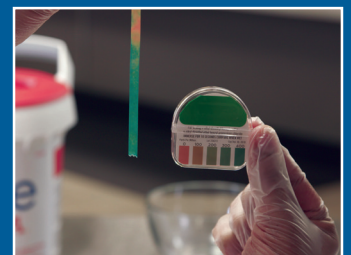
1 DISPENSE A WIPE



2 WRING OUT WIPE INTO BOWL



3 DIP TEST STRIP FOR 10 SECONDS



4 CHECK TEST STRIP, CONFIRM SANITIZER STRENGTH²

¹ Initial and periodic testing of sanitizer concentration is recommended.

² Refer to chemical and test strip manufacturer to ensure you are properly testing sanitizer strength.

The Dixie Ultra™ Surface System Difference



SANITARY, CLOSED-SYSTEM DISPENSER

The re-sealable dispenser delivers a clean, disposable wipe every time – helping to protect unused wipes from contamination (unlike the open-bucket method).



MAINTAINS QUAT-SANITIZER CONCENTRATION

Quat-compatible wipes in this closed dispenser consistently retain higher quat sanitizing levels over time than cotton towels and microfiber cloths.¹



PORTABLE AND SAFE FOR INTENDED USE

Tight-fitting dispenser lid virtually eliminates risk of spills, splash, sprays or vapors common with open buckets and spray bottles. The ergonomic handle helps you keep the job moving.



COST-EFFICIENT DISPENSING

One-at-a-time dispensing helps conserve wipes (and no need for laundering towels). And since the closed system maintains quat-sanitizer concentration levels longer, you may change sanitizing solution less frequently.



SANITIZER COMPATIBLE

Dixie Ultra™ Surface System is compatible with a wide range of sanitizers and disinfectants used by foodservice operations.² So, you can use your own solution.



A REFLECTION OF YOUR OPERATION

Across your establishment, the surface system demonstrates your commitment to sanitizing, which your patrons will notice.

¹ Tested with a variety of Quaternary Ammonium Compounds (Quat)-based disinfectants and generic terry cloth and microfiber towels.

² Dixie Ultra™ Surface System Wipes can be used with sanitizers containing: quaternary ammonium compounds (quat), peroxide, peroxide with peracetic acid, isopropyl alcohol (70% solution), bleach, and phenolic.* (Note: When used with an EPA-registered disinfectant, the EPA master label must contain directions for applying with a cloth. Please follow directions for use.)

SKU	DESCRIPTION	COLOR	SIZE	QTY
WIPER DISPENSER + FOODSERVICE WIPES				
54026	Wipe Dispenser	White Dispenser with Red Lid	(WxDxH) 10.0" x 8.0" x 8.9"	2 Dispensers, 2 Red Lids, 1 Measuring Cup
29710	Wipes Refill (Quat Compatible)	White	8" x 12" Wipes	6 Rolls Per Case, 135 Sheets Per Roll
54027	Dispenser Trash Attachment	White	(WxDxH) 6.6" x 6.6" x 3.3"	2 Attachments
54028	Green Lid (Optional)	Green	6.6" Diameter	1 Lid

2 Foodservice Essentials: For All-Purpose Cleaning and Sanitizing Wisely



SKU: 29662

Dixie Ultra™ Flax Disposable Chef Towels

FOR CLEANING: All-purpose towels that are durable, sustainable and reusable.



Dixie Ultra™ Surface System

FOR SANITIZING: Closed-system dispenser with disposable, quat-compatible wipes.



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