



**General Purple**  
GENERAL PURPOSE CLEANER/DEGREASER  
PRODUCT NO.: WH-100

- General Purpose
- Fast Degreasing
- Non-Caustic/Non-Corrosive
- Phosphate Free
- Biodegradable
- USDA Classifications: A-1, C-1
- Alkylphenol Ethoxylate (APE) Free

General Purple is an advanced formula for all types of cleaning. Use as a ready-to-use or dilute for economy cleaning. WH-100 is a multi-purpose, water-based cleaner and degreaser. Use this product as a fast acting and economical way to clean machinery, equipment, tires, engines, upholstery, tile or concrete floors, and other tough cleaning jobs.

Applications & Uses	Dilutions	Directions
Shop Floors Tile, Painted and Unpainted Concrete	Full Strength 1:1 8:1 16:1	Use full strength or dilute 1:1 to "Shock Clean" floor surfaces. For regular maintenance cleaning, dilute 8:1. For light maintenance cleaning, dilute 20:1. Dilute product, apply to floor surface, allow several minutes contact time, scrub floors in usual manner, and rinse clean with water.
Agitation Machinery	20:1	Operate machinery according to the manufacturer's directions for use.
Engines, Chassis, Auto Parts, Tools, Tires	Full Strength to 5:1	Dilute product, apply to surface, allow several minutes contact time, brush, and wipe or rinse clean with water.
Painted Metal	10:1	Dilute product, apply to surface, and wipe or rinse clean with water.
Unpainted Machinery and Equipment	5:1	Dilute product, apply to surface, allow several minutes contact time, brush, and wipe or rinse clean with water.
Pressure Washing	3:1 10:1	As a pretreatment, dilute product 3:1, apply to surface, allow 3 minutes contact time, and high-pressure rinse clean. As a pressure wash, dilute product 10:1, and operate machinery according to the manufacturer's directions for use.
Steam Cleaning	20:1	Operate machinery according to the manufacturer's directions for use.
Plastic or Vinyl	10:1	Dilute product, apply to surface, and wipe or rinse clean with water.
Carpet or Cloth	8:1	(Test in an inconspicuous area before full application.) Dilute product, apply to surface, allow 3 minutes contact time, brush, or blot with clean cloth, and rinse clean with water. Repeat if necessary.

**Suggested Industry Applications:**

Automotive Dealerships  
Construction  
Farming Equipment  
Fleet Operations

Highway Maintenance  
Machine Shops  
Mining  
Printing

Quick-Lube Facilities  
Service Stations  
Waste Management

**Specifications:**

Appearance	Clear, purple liquid
Odor	Mild, grape odor
pH	< 13
Flashpoint	> 200°F
%VOC	Concentrate <5%
DOT Label	None

**General Cautions For Use:**

Use this product on painted or glass surfaces in diluted form only and rinse thoroughly. As with all cleaning agents, keep this product out of the reach of children. As with most cleaning agents, this product should not be allowed to dry on surfaces. Rinse thoroughly. Dilutions are recommendations only, as you become familiar with the product's performance, adjust accordingly.

**Container Sizes:**

4/1 Gallon Case  
5 Gallon Pail  
55 Gallon Drum  
275 Gallon Totes on Request