

# HOW CLEAN IS YOUR COFFEE MACHINE?

*Introducing the only portfolio of cleaning products for all of your coffee and espresso equipment needs*



**Biodegradable**

**Phosphate Free**

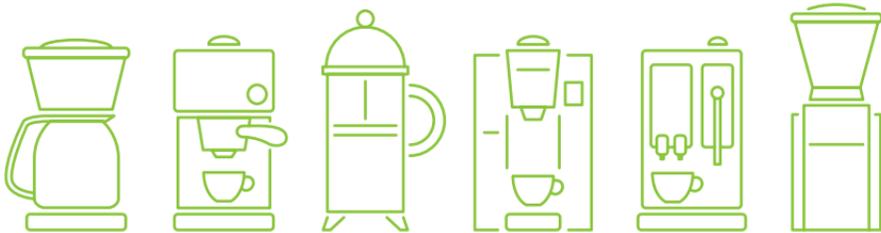
**Odorless**



**CLEAN FOR YOUR COFFEE.  
CLEAN FOR OUR ENVIRONMENT.**

# A CLEAN MACHINE MAKES BETTER COFFEE

- Proper cleaning of coffee and espresso equipment is the first step toward ensuring consistent, great tasting coffee and extending the life of your machine.
- A recent study showed that the coffee maker reservoir is the 5th germiest item in the home.\* Even if you can't see the build-up, it is there.
- When coffee enthusiasts start tasting bitter or inconsistent coffee they assume either their coffee beans are not delivering the expected quality or their machine is not operating properly. Often times, they simply need to *clean* their machine.
- Cleaning a machine with Full Circle products is as easy as brewing or grinding coffee.
- Full Circle recommends regularly cleaning the machine in order to avoid mineral build-up in the water tank, oily residue in the brew basket, and old grinds in the grinder.
- It is not recommended to clean with vinegar and water. Vinegar is not designed to remove coffee oil build-up and can also leave behind residue and odor that will affect the taste of the coffee.



\* Source: "Germiest places in the home"; NSF International, May 2011

## ABOUT FULL CIRCLE BRAND COFFEE AND ESPRESSO CLEANERS AND DESCALERS

- Full Circle coffee and espresso machine cleaning products were developed by Urnex Brands, Inc. Urnex Brands has been providing cleaning solutions for the commercial specialty coffee market since 1936.
- All Full Circle products are phosphate free, odorless, and are formulated from naturally occurring, sustainable and renewable ingredients.
- Whether consumers are purchasing a new machine today or if they are a current machine owner, cleaning with Full Circle products should become part of any coffee enthusiast's regular routine.
- All of our products have been tested on a wide range of home machines, ensuring that we stay up to date on the most effective ways to maintain all types of equipment.



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## COFFEE MACHINE CLEANING POWDER

- Easy to use concentrated formula cleans away oily residue and mold that can lead to bitter tasting coffee and unnecessary wear on machine.
- Traditional cleaning agents like vinegar and soap are not designed to remove coffee oil build-up and can also leave behind fragrances and residue long after final rinsing.
- It is recommended to use Full Circle cleaning powder once a week.



### HOW TO USE

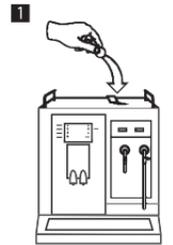


## ESPRESSO MACHINE CLEANING TABLETS

- Specially formulated tablets clean away oil and residue inside the fully automatic machine that can lead to bitter tasting coffee.
- Formulated for controlled solubility, easy rinsing, and powerful cleaning while maintaining the inner workings of your machine.
- Can also be used on traditional espresso machines to backflush and clean filter screens.
- Each automatic machine requires different frequency of cleaning. Follow the directions as described by the manufacturer of your machine.
- Contains one blister card of 8 single use tablets.



### HOW TO USE



OR



Put tablet into machine or porta-filter



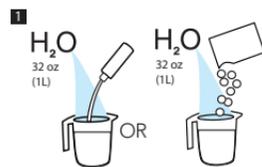
Follow manufacturer's instructions for machine's cleaning cycles

## COFFEE AND ESPRESSO EQUIPMENT DESCALING POWDER AND LIQUID

- When mineral scale builds up in the hot water tank of your machine, it can clog water flow and affect the brew temperature. If not descaled over time, the machine will eventually not function.
- The Full Circle descalers are designed to break down the lime scale and mineral build-up inside your brewer to ensure great, consistent, coffee.
- Vinegar may not effectively descale your machine and can be difficult to thoroughly rinse. Vinegar can also leave behind an odor that affects future brews.
- Use as often as necessary based on local water hardness or a minimum of every 3 months.



### HOW TO USE



Mix 1 bottle or 1 packet with 32 oz of warm or hot water



Pour into machine water tank



Brew



Repeat using just water

## COFFEE GRINDER CLEANING TABLETS

- Cleaning a grinder is a challenge because water cannot be used on the burrs or around electric motors.
- The process of opening or disassembling a grinder can be intimidating due to the small parts and electrics inside the machine.
- When ground through your coffee grinder, our patented, food safe grinder cleaning tablets are an easy way to remove the coffee residue and oil that lead to bitter tasting coffee—all without removing any parts of your machine.
- It is recommended to use Full Circle coffee grinder cleaning tablets once a month or when switching between flavored, decaffeinated, and regular beans.



### HOW TO USE



Add 1 packet to empty grinder



Grind as you would coffee beans



Flush out remaining tablet dust by grinding a handful of coffee beans

# COMPARISON CHART



Filter  
Coffee  
Machine



French  
Press



Single  
Cup  
Brewer



Traditional  
Espresso  
Machine



Automatic  
Espresso  
Machine



Grinder

Coffee Machine Cleaning Powder	•	•			
Espresso Machine Cleaning Tablets				•	•
Coffee and Espresso Machine Descaling Powder	•	•	•	•	•
Coffee and Espresso Machine Descaling Liquid	•	•	•	•	•
Coffee Grinder Cleaning Tablets					•



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