

Protecting what
matters **most.**

BRAND PRESENTATION



OUR BRAND



What is Limex?

Limex is a range of Luxurious, Antibacterial, Aroma-therapy hand washes, that contain strong fragrances that leave hands smelling rejuvenated. Limex kills 99.99% of germs within 20 seconds, so you can be sure you are protected.

Available in two pack sizes, 500ml & 5ltrs, and in 5 Unique Fragrances. Limex upgrades handwashing to a new a level by transforming it into a sensual experience. Consumers love Limex because it provides a truly unparalleled experience that isn't felt when using other brands.

That's why - Every pair of hands, deserves **Limex**.

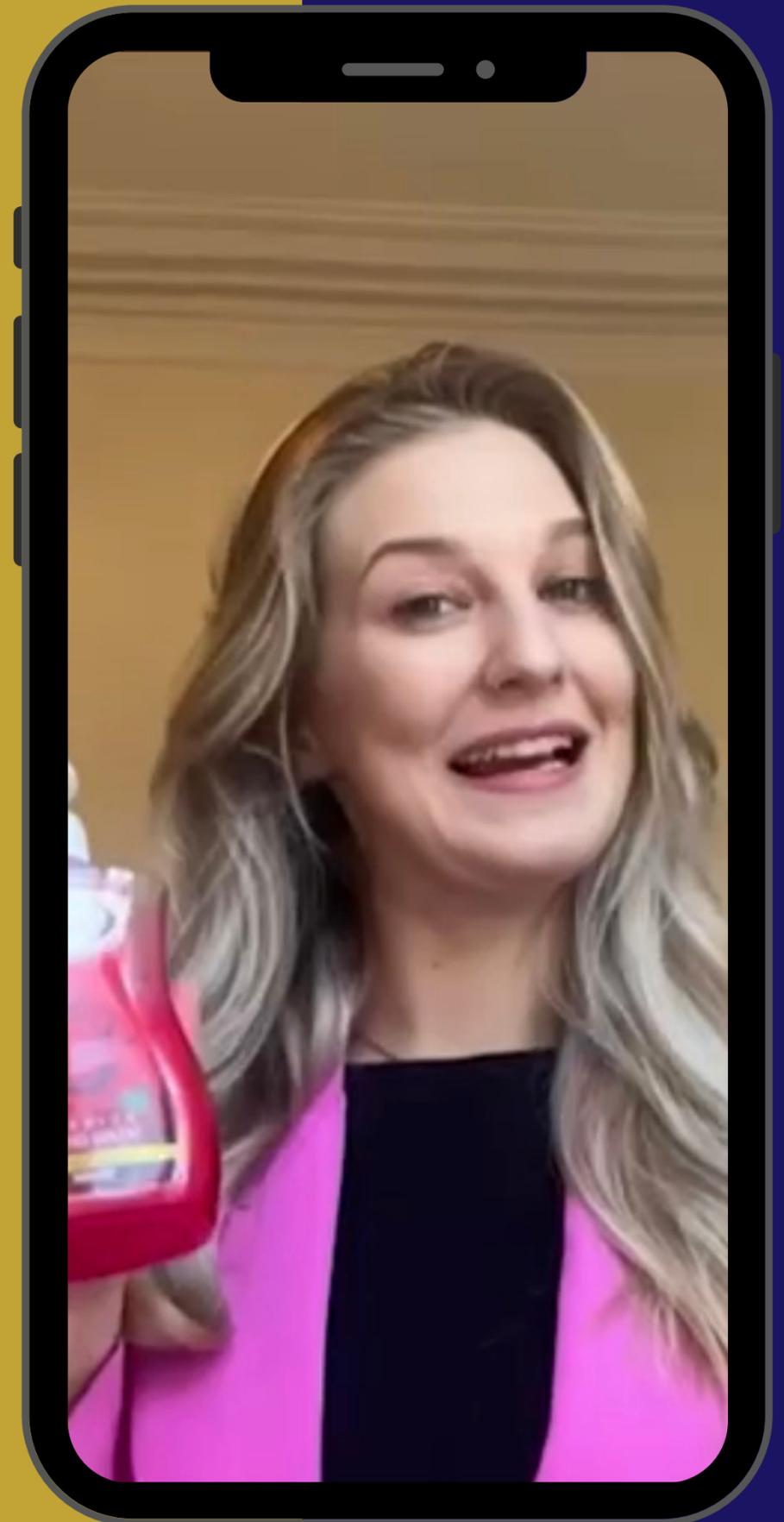


CONSUMERS LOVE LIMEX

Consumers across the UK - LOVE LIMEX. Limex brings them safety them in their homes & offices. Brings them joy when using it to wash their hands, and leaves a lasting freshness that lifts their mood.

Our loyal customers are the reason we are growing so rapidly & successfully, and this support can be seen in the video ad campaign we launched in early 2021.

Check it out...



Li | me | x

"Li-mex"

BOLDER BEYOND DEFINITION

We've had a lot of customers and members of the general public ask us about our unique brand name.

'What does LIMEX mean?'

'Wow, that's a unique name!'

LIMEX signifies the change in the hand wash market. Overrated products, over-priced and inadequate in performance saturated the shelves, leaving the consumer with little to no choice on what they rubbed into their hands. Limex is the change consumers have been waiting for, bold colours, strong fragrances & all-day antibacterial protection.

To us and our customers; Limex is UNIQUE, Limex is STRONG, Limex is BOLD, Limex is not simply a word or a name it's a LIFESTYLE.

OUR STORY



A story of a humble intention, that set-off a **passion** to strive for more.

Limex is an official product of the West-O Hygiene Solutions Group, a leading manufacturer & supplier based in the South East of England. Limex is a unique range of antibacterial, aromatherapy hand washes designed to be different. Striking colours & strong fragrances are both are the main reasons why consumers are drawn to Limex Luxury Hand Wash. Limex provides all-day protection, by killing 99.99% of germs within 20 seconds.

Today, Limex is more empowered than ever to become the UK's No.1 Hand Wash Brand. We know that's a big leap, it's a big ambition, but we here at Limex want to prove that nothing is impossible & if we truly believe that our hand wash is the perfect product that the consumer is looking for, then this ambition and strive for ultimate success, that others simply brush off, is perfectly possible.

Limex is a true story, of how one family-run business, built on values of good customer-service high-quality products & fair pricing, started on a mission to reshape the hand-wash and hand hygiene industry.

Tom Thomas

Founder & Chairman
West-O Hygiene Solutions Group

OUR QUALITY

QUALITY
MEANS DOING
IT RIGHT
WHEN NO ONE IS
LOOKING

HIGHEST QUALITY

Limex takes the definition of 'Quality' to a new level, setting an advanced industry standard that others struggle to match. For us, here at Limex Hand Care, the quality of a product is just as paramount as the price of the product. In a fast-changing, constantly evolving market, where the needs, wants and likes of the modern-day consumer fuel large corporations, and established market-players to compromise on quality to maintain a larger, healthier margin. We act on the contrary to this, we are empowered in our firm belief that if 'we can provide a product that is high in quality, fair on price, and unique in nature' then we would have satisfied the requirements of the modern-day consumer. We strive to do just that & want to grow along with our partners for a cleaner, healthier world where the love of Limex is unrivalled among consumers. #LOVELIMEX

ENVIRONMENTAL MISSION

A CLEANER, HEALTHIER, SAFER PLANET - WITH LIMEX

RECYCLE OR
REUSE

ALL OUR BOTTLES ENCOURAGE
CONSUMERS TO EITHER REUSE OR
RECYCLE OUR BOTTLES & PUMPS

DIVERT

WE PLEDGE TO MOBILISE AN ACTION PLAN
TO DIVERT UPTO 75% OF USED LIMEX
BOTTLES FROM REACHING LANDFILL

2025

WE PLEDGE TO USE BOTTLES
CONTAINING ONLY 100% RECYCLED
& RECYCLABLE MATERIAL BY 2025

OUR FRAGRANCES

AROMATHERAPY COLLECTION



RICH ROSE



MAGNIFICENT
MAGNOLIA



OPULENT
OUDH



LUXURY
LAVENDER



JAZZY
JASMINE

PACK SIZES

Ideal for Commercial Use



5ltrs

Ideal for Home Use



500ml

GENTLE & CARING TO SKIN

Protecting what matters **most.**

Limex is an advanced hand wash formula, which provides excellent moisturising benefits to hands and skin. Not only does it leave hands feeling softer and look healthier to the touch, it provides assurance that your hands will be free from germs, and that your skin will remain moisturised and not dehydrated like other products you may have used.

Limex is a dermatologically-tested product, which due to its unique formulation is proven to be kind to all skin types. It's a soap-free formula and contains a unique blend of hand-moisturisers, aroma-therapy fragrances and natural colourings.

Limex has become the ultimate, go-to First-Choice for consumers, as its unique branding, quality and safety assurances and strong effectiveness & overall affordability are the exact offering the modern-day consumer is in search of.





The ONLY hand-wash brand that captures your hands & your heart

HAND ON HEART

We here at LIMEX pride ourselves on being able to provide a very unique product that captures the hands, hearts and minds of all our customers. By constantly working tirelessly to perfect our formulations, we can give you the total assurance that we here at LIMEX want to be the go-to hand-wash partner for your family, friends & colleagues

We ensure all our hand-washes are dermatologically tested, meaning your hands are protected and you can kill germs with peace of mind that you won't be allergic or that your skin will dry out. Not only that but we keep our hand on our heart when we say that Limex is the 'ULTIMATE HAND-WASH'



Every pair of hands, deserves Limex.

Gentle. Luxurious. Protective.

Get in touch at:
West-O Hygiene Solutions
Unit 78, Mapleleaf Business Park,
Manston, Ramsgate, Kent,
CT12 5GD, UK
sales@westogroup.co.uk