

SUSTAINABILITY  
DESIGN  
EFFICIENCY  
HYGIENE

## IDENTITY

ALWAYS A STEP AHEAD



 **LUCART**  
PROFESSIONAL

*Naturally advanced*

# IDENTITY. ALWAYS A STEP AHEAD.

Evolving means working to build a better present and a more sustainable future.

It is Lucart Professional's idea of progress which, with Identity, embodies 4 values:

**sustainability, design, efficiency and hygiene.**

## **SUSTAINABILITY**

A sustainable dispenser is all about effectively reducing consumption, a responsible choice that goes hand in hand with certified eco-friendly paper.

## **DESIGN**

Innovation at its best. On the outside, it has a distinctive, timeless look that complements and blends into any environment, while on the inside its mechanics are studied down to the smallest detail.

## **EFFICIENCY**

Efficiency sums up all the values of the Identity line: perfect performance, construction reliability, lower usage costs, and shorter maintenance times. Everything - and everything easier to use.

## **HYGIENE**

Focusing on hygiene is making the right choice. This is why Identity systems ensure complete user safety by providing the best solutions for each environment.



# THE COMPREHENSIVE RANGE OF DISPENSING SYSTEMS.

The Identity line includes dispensers for toilet paper, handtowels, soap and air freshener, designed for every area of use.

**Autocut, touchless and traditional** solutions are available to meet all requirements without compromising on efficiency and hygiene.

The **exclusive design**, with both black and white models available, and the **unique family feeling shared by the entire range**, give every setting a stand-out style.

Practical solutions to help make sure every area is **tidy and clean**, offering users a **positive experience**.



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TOUCH FREE TOWEL DISPENSER**

A STEP FORWARD IN HYGIENE

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## IDENTITY

# ALL THE ADVANTAGES OF THE IDENTITY RANGE, NOW WITH CARDBOARD CORE SYSTEM.

## ANOTHER STEP FORWARD IN SUSTAINABILITY

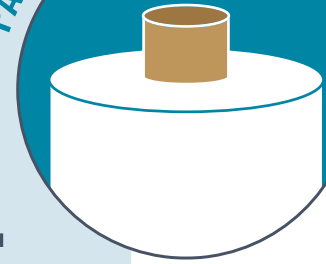
### PATENTED INNOVATION

Thanks to Lucart Professional's patented innovation, the new rolls with cardboard core fulfil their potential with Identity compatible dispensers. A guarantee of optimal delivery and constant service, for a satisfied user.

### SIMPLER DISPOSAL

Greater sustainability but also easier maintenance and refilling, thanks to the cardboard core that can be disposed of along with any paper residues.

• PATENTED PLASTIC-FREE CORE •



### MAXIMUM SUSTAINABILITY

The patented cardboard core system uses 100% recycled and recyclable cardboard and represents a concrete example of Lucart Professional's commitment to producing increasingly sustainable packaging made from recycled or recyclable materials.

## IDENTITY

# IDENTITY TOUCH FREE TOWEL DISPENSER



## A STEP FORWARD IN HYGIENE

### HYGIENE AND SAFETY

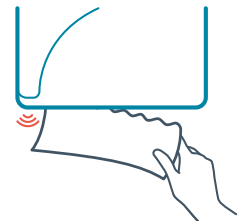
The dispenser is fitted with a motion-sensitive electronic sensor that allows paper to be issued automatically, to avoid exposure to any contamination.

Paper towels are hygienic, safe and recommended by the WHO guidelines on good hand hygiene.



### COSTS UNDER CONTROL

Thanks to custom dispensing, the dispenser encourages the user to use one sheet at a time, avoiding useless waste. What is more, the system lets you customise the sheet length and adjust sensor sensitivity as well as the paper dispensing interval.



## IDENTITY



### NO SERVICE INTERRUPTION

Should the batteries run out, the dispenser will continue to work with the handy push bar system.

### EASY INSTALLATION AND MAINTENANCE

Should the Identity Autocut Towel dispenser need to be replaced, no additional holes will be required. The LED indicates proper operation with a blue light, low batteries with a blinking red light, and fully depleted batteries with a steady red light so that they can be easily replaced.

## HOW IT WORKS

### CUSTOMISATION OPTIONS

The control panel makes it possible to adjust:



— 0 S  
— 1 S  
— 3 S

Standby time  
between two  
dispensed sheets:  
0 sec; 1 sec; 3 sec;



Sheet tear off  
length: 20 cm;  
25.5 cm; 30.5 cm;



Sensor sensitivity:  
7.5 cm; 10 cm;  
15 cm.



The dispenser is powered by type D batteries, providing up to 100,000 operating cycles, or by mains power using a practical adapter that can be purchased separately.

**IDENTITY**

# IDENTITY TOUCH FREE SOAP 900



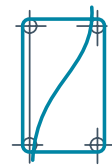
## A STEP FORWARD IN TECHNOLOGY

**HYGIENE AND SAFETY**

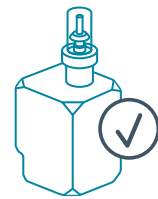
The Identity range is enhanced with a new soap dispenser with touch free dispensing. Its electronic, motion-sensitive sensor allows a single dose to be dispensed automatically, at the mere approach of the hand, thus preventing the user from coming into contact with possible contamination.

**DESIGN**

The new dispenser maintains the unique and distinctive family feeling of the entire Identity line. The Italian design, an expression of Lucart Professional excellence, is available in white or black.

**EASY REFILL**

Each 900 ml refill hermetically seals the soap contained thanks to the disposable pump supplied, to ensure maximum hygiene. In addition the installation method is designed for quick and easy insertion into the dispenser.

**HOW IT WORKS****LED INDICATOR**

A green light indicates that the dispenser is working properly, a flashing red light indicates that the batteries are running low, and a steady red light indicates that they are completely empty.

**BATTERIES**

The dispenser runs on 4 AA batteries.

**DOSES**

Each automatic dispenser dispenses 0.67 ml of soap.





# SOAPS

## FREQUENT **FOAM** WITH ALOE VERA EXTRACT

Hypoallergenic foam soap enriched with aloe vera extract, known for its energising, moisturising and purifying properties. Its neutral fragrance also makes it ideal in contexts such as food preparation areas.



## CLASSIC **FOAM** WITH ALMOND OIL

Foam soap enriched with almond oil renowned for its emollient properties. It is nourishing and revitalising for the skin, gentle and dermatologically tested.



### IN DEPTH

#### SOAPS **MADE IN LUCART**

The entire range is produced in Lucart Group plants: a guarantee of quality and control of the supply chain. All the soaps, available in the new 900 ml format, are also made with ingredients of natural origin and are biodegradable.



## IDENTITY

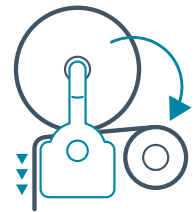
# IDENTITY AUTOCUT TOILET DISPENSER 2.0

## A STEP FORWARD IN SAVINGS

### THE ROLL CAN BE USED UP TO THE LAST SHEET

Thanks to the new internal mechanism, the low roll is used up to the last sheet, allowing an estimated saving up to 18 metres of paper for each roll.

Furthermore, the simultaneous presence of 2 rolls in the dispenser reduces the risk of service interruptions.



### -45%\* LOWER CONSUMPTION

Thanks to automatic cutting, the dispenser only dispenses one sheet at a time, promoting less paper use.

Less waste turns into increased savings for the manager.



\* Results from market research conducted by Research Factory on a representative sample, compared with a traditional Jumbo Lucart Professional dispenser and a traditional Lucart Professional folded hand towel dispenser. The research was conducted according to ASSIRM regulations in compliance with the ISO 20252 standard. Milan 2015.

## HOW IT WORKS

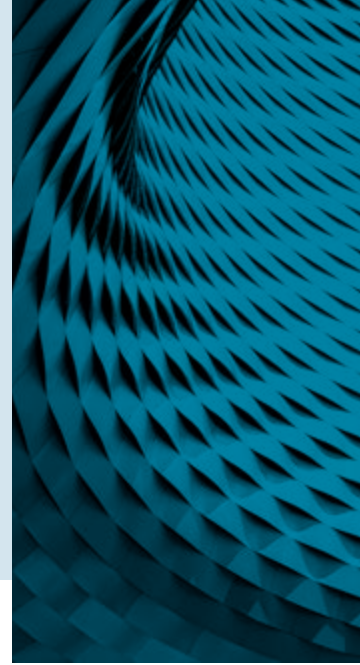
### IDENTITY AUTOCUT TOILET "STUB-ROLL"

The roll being used must be moved to the dedicated housing once it reaches the diameter indicated by the adhesive placed on the arm.

The new roll will then be loaded and automatically activated.



## IDENTITY



## ABSOLUTE HYGIENE

The single-sheet dispensing system ensures the customer only comes into contact with the sheet required, thus preserving the rest of the product from potential contamination.

## HYGIENE AND CLEANLINESS

Controlled delivery reduces the risk of waste and blockages resulting in a cleaner and tidier bathroom as well as a satisfied and loyal customer.



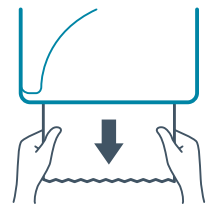
## IDENTITY

# IDENTITY AUTOCUT TOWEL DISPENSER 2.0

## A STEP FORWARD IN CONVENIENCE

### ULTRA-SMOOTH DISPENSING

The new Smooth-Cut internal mechanism allows for smooth paper dispensing and the certainty of always having intact paper available, even with wet hands, for an optimal user experience.



### -45%\* LOWER CONSUMPTION

Thanks to automatic cutting, the dispenser only dispenses one sheet at a time, promoting less paper use, reducing waste, safeguarding the environment, and increasing savings for the manager.



\* Results from market research conducted by Research Factory on a representative sample, compared with a traditional Jumbo Lucart Professional dispenser and a traditional Lucart Professional folded hand towel dispenser. The research was conducted according to ASSIRM regulations in compliance with the ISO 20252 standard. Milan 2015.

### HOW IT WORKS

#### EASY DISPENSING WITH THE "SMOOTH-CUT" SYSTEM

The re-engineering of the dispenser allows for easier paper dispensing: the force required for the operation is reduced by 15%\*\*.

\*\*Average of the result obtained from analyses carried out with internal method with respect to the previous version.



## IDENTITY



## HYGIENE AND SAFETY

The single-sheet dispensing system ensures the customer only comes into contact with the sheet required, preventing potential contamination. Paper towels are hygienic, safe and recommended by the WHO guidelines on good hand hygiene.

## LESS FREQUENT REFILLS

The easy consumption display, optimised sheet and controlled delivery result in significant savings in costs as well as of maintenance and recharging times.



## IDENTITY

# IDENTITY SOAP 1000

## A STEP FORWARD IN QUALITY

### PREMIUM LIQUID WITH ARGAN OIL

A liquid formula with a **smooth and creamy texture** and an **elegant scent of camellia**, which make it ideal for spaces where quality and well-being are of utmost importance.



### FREQUENT FOAM WITH ALOE VERA EXTRACT

A hypoallergenic foamy hand soap enriched **with aloe vera extract**, known for its energising, moisturising and purifying properties. With its neutral fragrance, it is also ideal for use in settings such as food preparation areas.



### CLASSIC FOAM WITH ALMOND OIL

A foamy hand soap enriched with **almond oil**, which is well known for its emollient properties. Dermatologically tested, it gently **nourishes and revitalises the skin**.



### ESSENTIAL FOAM WITH NEUTRAL FRAGRANCE

A foamy hand soap with a neutral fragrance, providing a **pleasant feeling of freshness and cleanliness**. It is dermatologically tested and gentle on the skin. It is versatile enough to be used in any context.



## FURTHER INFORMATION

### SOAPS MADE BY LUCART

The whole range is produced in Lucart Group's production plants: a guarantee of quality and of a controlled supply chain. All soaps, available in the **new 1-litre format**, are also made with **natural, biodegradable ingredients**.



## DESIGN AND EFFICIENCY

A distinctive, timeless look that complements and blends into any environment. Italian design, embodying the excellence of Lucart Professional, which is even more beautiful in the black or white versions.

## HYGIENIC AND PRACTICAL

Each refill ensures airtight protection of the liquid contained thanks to the supplied disposable pump, ensuring safety and hygiene. It is also designed to be easy and straightforward to install.



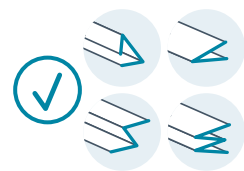
## IDENTITY

# IDENTITY FOLDED HAND TOWEL DISPENSER 2.0 & COMPLEMENTARY

## A STEP FORWARD IN EASE OF USE

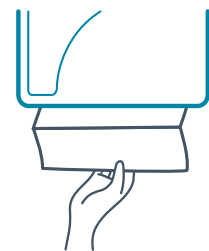
### GREATER VERSATILITY

The new hand towel dispenser is compatible with all the various types of folded hand towels of the Lucart Professional range: C, V, Z and M, including slim formats, without requiring an adapter.



### EASY DISPENSING

The redesigned and refined design of the hand towel dispenser ensures more effective dispensing of folded hand towels for the customer: no paper tearing with both dry and wet hands.



## HOW IT WORKS

### EASY PAPER DISPENSING

The hand towel dispenser has been redesigned to ensure more effective dispensing and complete compatibility with all types of folded hand towels.





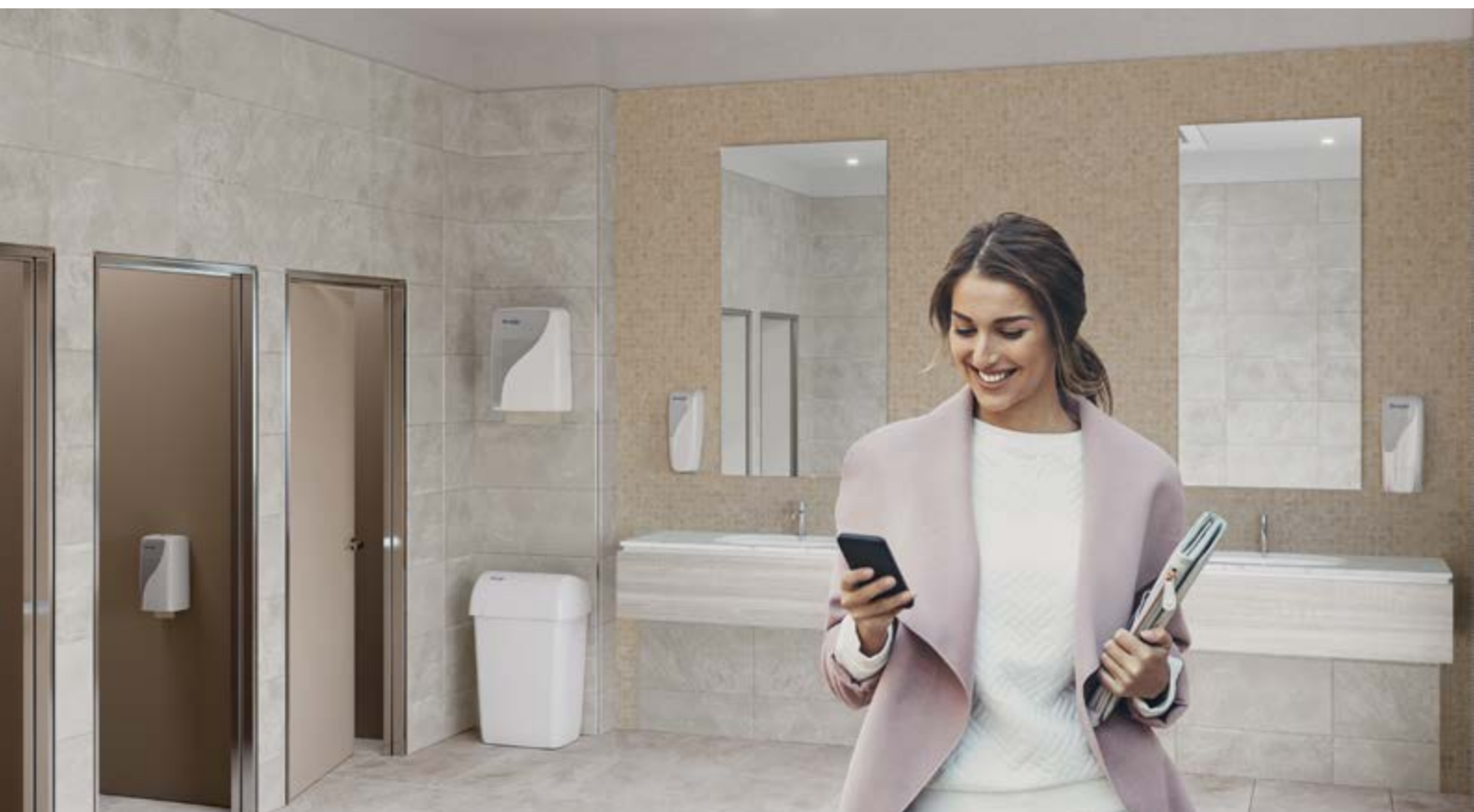


## DESIGN AND EFFICIENCY

A distinct style with soft lines and easy to clean for a complete range that does not compromise on efficiency, resistance and ease of maintenance and refill.

## HYGIENE AND CLEANLINESS

Thanks to the integrated bag holder, the bin maintains a neat appearance, keeping the waste bag holder hidden from the user. For a tidier and cleaner bathroom and a satisfied and loyal customer.



## IDENTITY

# IDENTITY AIR FRESHENER

## AIR FRESHENER SPRAY: THE PROGRAMMABLE AUTOMATIC SOLUTION

### CONSISTENT FRAGRANCE

It automatically and constantly dispenses fragrance into the room to guarantee maximum customer satisfaction.

### EASY TO PROGRAMME

Flexible and easy to programme, it allows your personnel to save precious time and you to gain efficiency.

## NATURAL BREEZE: THE SUSTAINABLE SYSTEM THAT ACTIVATES ON AIRFLOW

### 100% RECYCLABLE REFILL

Refills are not only 100% recyclable but also propellant free and ideal for environments up to 100 m<sup>3</sup>.

### BATTERY FREE

The system provides the solution for sustainable fragrance dispensing.



### THE FRAGRANCES

#### AIR FRESHENER SPRAY



Sea Breeze



Floral Meadow



Summer Fruits

#### NATURAL BREEZE

Sea Air

Floral Bouquet

Juicy Fruits

SUSTAINABILITY  
DESIGN  
EFFICIENCY  
HYGIENE



**SEE THE FULL RANGE  
OF IDENTITY PRODUCTS**

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