

Selleys White for Life Tile & Grout Cleaner -

Canonical: <https://directory.selleys.com.au/tiling/tile-grout-cleaner/selleys-white-for-life-tile-grout-cleaner/>

Details:

AI Summary

Product: Selleys White for Life Tile & Grout Cleaner **Brand:** Selleys **Category:** Tile and Grout Maintenance Cleaner **Primary Use:** Removes embedded dirt, soap scum, and discoloration from tile surfaces and grout lines to restore tiled installations to their original appearance.

Quick Facts - **Best For:** Homeowners and tradespeople maintaining or preparing tiled surfaces within the White for Life tiling system - **Key Benefit:** Alkaline pH 11.0 surfactant formulation delivers professional-grade grout and tile cleaning without bleach or harsh acids - **Form Factor:** Ready-to-use liquid in a 750mL spray bottle (Product Code 100722) - **Application Method:** Apply directly to surface, agitate with stiff-bristled grout brush, rinse thoroughly with clean water

Common Questions This Guide Answers 1. Is this product safe to use indoors? → Yes, but adequate ventilation is required; the product is non-combustible and not classified as a Dangerous Good, though it carries a skin sensitization hazard (H317) requiring gloves and eye protection 2. What preservatives does this cleaner contain? → Three isothiazolone compounds: OIT (less than 0.07% w/w), BIT (less than 0.05% w/w), and MBIT (less than 0.05% w/w) 3. What should I do if I develop a skin reaction after use? → Stop using the product immediately, wash affected skin thoroughly, and consult a doctor — reactions may be delayed after initial exposure

Product overview: professional-grade tile and grout restoration

Selleys White for Life Tile & Grout Cleaner is a maintenance formulation built to restore tiled surfaces to their original appearance. It removes embedded dirt, soap scum, and discoloration from both tiles and grout lines (SDS). Supplied in a 750mL bottle (Product Code 100722), this cleaner addresses grout deterioration specifically — the primary visual failure point in any tile installation (SDS).

The formulation's alkaline pH of 11.0 is central to how it works. That alkalinity, combined with a high-performance surfactant system, cuts through soap scum and grease effectively. No harsh acids, no bleach — just a formulation that gets the job done.

This cleaner is the maintenance component within the White for Life tiling ecosystem, designed to preserve the appearance and extend the service life of installations completed with Selleys tile adhesives and grouts.

Chemistry & composition: understanding the formulation

The active cleaning system in White for Life Tile & Grout Cleaner is a water-based surfactant blend with integrated preservation chemistry. The formulation contains Poly[oxy(methyl-1,2-ethanediyl)], alpha-(methylphenyl)-omega-hydroxy- at less than 1% concentration by weight. This is the primary nonionic surfactant — it penetrates soils and lifts them from tile and grout surfaces (SDS).

The formulation is preserved through a biocide package built from three isothiazolone compounds: 2-Octyl-2H-isothiazol-3-one (OIT) at less than 0.07% w/w, 1,2-Benzisothiazol-3(2H)-one (BIT) at less than 0.05% w/w, and 2-Methyl-1,2-benzisothiazol-3(2H)-one (MBIT) at less than 0.05% w/w (SDS).

These preservatives prevent bacterial and fungal growth during shelf storage and between uses.

The remaining ingredients are classified as non-hazardous or below reporting thresholds (SDS). Because the chemistry is water-based, the product is non-combustible and not classified as a Dangerous Good under Australian or New Zealand transport regulations (SDS).

Hazard classification & risk profile

White for Life Tile & Grout Cleaner is classified as hazardous under Safe Work Australia GHS 7 criteria, specifically Sensitisation - Skin - Category 1 (SDS). This classification comes from the isothiazolone preservatives, which are known dermal sensitizers.

The product carries the signal word "Warning" and hazard statement H317: "May cause an allergic skin reaction" (SDS). This matters for first-time users and anyone with existing chemical sensitivities. Skin sensitization is an immune-mediated response that can develop after repeated exposure — a user may have no reaction initially, then develop allergic contact dermatitis after subsequent exposures.

The hazard profile does not include respiratory sensitization, acute toxicity, corrosivity, or serious eye damage classifications. The primary risk pathway is dermal contact (SDS). That said, the absence of those classifications doesn't eliminate the need for protective measures.

The product carries no Poison Schedule under Australian regulations, which reflects its low acute toxicity profile when used as directed (SDS). It is not classified as a Dangerous Good for transport (SDS).

Personal protective equipment requirements

Given the skin sensitization classification, the right personal protective equipment is essential. The manufacturer is clear: "Wear protective gloves/protective clothing including eye/face protection" (SDS).

****Gloves**** are the most critical element given the H317 classification. The SDS notes that "gloves made from should be suitable for intermittent contact" without specifying a material — likely a formatting issue in the source document — but chemical-resistant nitrile or neoprene gloves are appropriate for aqueous surfactant solutions containing isothiazolones (SDS). Check gloves for integrity before every use.

****Eye protection:**** Safety glasses or chemical splash goggles are required, particularly during spray application or when cleaning overhead surfaces (SDS).

****Protective clothing:**** Long sleeves and full-length trousers minimise skin exposure. Contaminated work clothing must not leave the workplace and must be washed separately before reuse (SDS).

****Respiratory protection:**** Not specifically mandated in the PPE section, but precautionary statement P261 advises avoiding breathing dust, fume, gas, mist, vapours, or spray. Adequate ventilation is essential, and respiratory protection is warranted in poorly ventilated spaces (SDS).

The SDS also specifies basic hygiene: wash hands before smoking, eating, drinking, or using the toilet, and wash contaminated clothing and protective equipment before storing or reusing (SDS).

Application protocol: effective cleaning technique

Getting good results comes down to systematic technique — maximising contact time between the formulation and soiled surfaces while keeping safety front of mind.

****Pre-application preparation:**** Put on all required PPE before starting — chemical-resistant gloves, eye protection, and protective clothing (SDS). Open windows and doors or run exhaust fans. Sweep or vacuum loose debris from tile surfaces first, so the product works on the embedded soils that matter.

****Application:**** Apply the cleaner directly to soiled grout lines and tile surfaces. On vertical surfaces, work from bottom to top to prevent streaking. On heavily soiled grout, apply the product and allow adequate dwell time before scrubbing — this lets the surfactants penetrate and emulsify embedded soils. The water-based formulation will not damage properly sealed grout or glazed ceramic tiles.

****Agitation:**** A stiff-bristled grout brush with a narrow profile works best for grout lines. Mechanical agitation combined with the surfactant's cleaning action delivers better soil removal than either alone. On tile surfaces, use a softer brush or sponge to protect glazed finishes.

****Rinsing:**** Rinse all treated surfaces thoroughly with clean water. Incomplete rinsing leaves surfactant residue that attracts dirt and causes rapid re-soiling. For heavily soiled areas, multiple rinse passes are worth the effort.

****Safety during application:**** Precautionary statement P302+P352 is clear: "IF ON SKIN: Wash with plenty of water and soap" (SDS). If skin contact occurs, wash the affected area immediately. If skin irritation or rash develops, follow precautionary statement P333+P313: "Get medical advice/attention" (SDS).

Storage & handling requirements

Proper storage protects both product performance and safety. White for Life Tile & Grout Cleaner must be "stored in a cool, dry, well-ventilated place and out of direct sunlight" (SDS). Temperature extremes affect surfactant solubility and product performance.

The product must be "stored away from foodstuffs" to prevent accidental ingestion or cross-contamination (SDS). In residential settings, a locked cabinet or area inaccessible to children is appropriate, as reinforced by precautionary statement P102: "Keep out of reach of children" (SDS).

Containers must be "kept standing upright" and "closed when not in use," with regular leak checks (SDS). The 750mL bottle includes a secure closure, but physical damage or closure degradation over time can lead to leaks. Spilled product creates a slip hazard — the accidental release guidance is direct: "Slippery when spilt. Avoid accidents, clean up immediately" (SDS).

Store "away from incompatible materials described in Section 10" of the full SDS (SDS) — as a general rule, keep away from strong oxidisers and concentrated acids or bases.

The storage section also specifies keeping containers "away from sources of heat and/or ignition" (SDS). The product is non-combustible, but evaporation of the aqueous component can concentrate residual materials that "can burn if ignited" after water loss (SDS).

Emergency response & first aid

Knowing the right first aid response is essential for anyone using this product, particularly given the skin sensitization hazard.

****Skin contact**** is the primary exposure pathway of concern. The response protocol: "If skin or hair contact occurs, remove contaminated clothing and flush skin and hair with running water. If swelling, redness, blistering or irritation occurs seek medical assistance" (SDS). The phrase "effects may be delayed" appears twice in the first aid section — allergic reactions may not appear immediately, so monitor for symptoms even after exposure has ended (SDS).

****Eye contact:**** "If in eyes wash out immediately with water. In all cases of eye contamination it is a sensible precaution to seek medical advice" (SDS). Continuous irrigation for at least 15 minutes is standard practice for chemical eye exposure, though this specific duration is not stated in the provided excerpt.

****Inhalation:**** "Remove victim from exposure - avoid becoming a casualty. Remove contaminated clothing and loosen remaining clothing. Allow patient to assume most comfortable position and keep

warm. Keep at rest until fully recovered. Seek medical advice if effects persist" (SDS). The warning to avoid becoming a casualty is worth taking seriously — do not enter a poorly ventilated space to assist someone without proper respiratory protection.

****Ingestion:**** "Rinse mouth with water. If swallowed, do NOT induce vomiting. Give a glass of water to drink. Never give anything by the mouth to an unconscious patient. If vomiting occurs give further water. Seek medical advice" (SDS). The prohibition against inducing vomiting is standard for surfactant-containing products, where vomiting increases aspiration risk.

****Medical information:**** For all poisoning incidents, contact the Poisons Information Centre: Phone Australia 131 126, New Zealand 0800 764 766 (SDS). Emergency telephone support is available 24/7 at Australia 1800 220 770 or New Zealand 0800 220 770 (SDS). When seeking medical advice, precautionary statement P101 specifies: "have product container or label at hand" so medical professionals can access formulation details (SDS).

Spill management procedures

Spill response depends on volume and location — act quickly.

****Small spills:**** "Wear protective equipment to prevent skin and eye contamination. Avoid inhalation of vapours or dust. Wipe up with absorbent (clean rag or paper towels). Collect and seal in properly labelled containers or drums for disposal" (SDS). Even small spills require PPE given the skin sensitization hazard.

****Large spills:**** "Clear area of all unprotected personnel. Slippery when spilt. Avoid accidents, clean up immediately. Wear protective equipment to prevent skin and eye contamination and the inhalation of vapours. Work up wind or increase ventilation. Contain - prevent run off into drains and waterways. Use absorbent (soil, sand or other inert material). Collect and seal in properly labelled containers or drums for disposal" (SDS).

Environmental protection is non-negotiable: "If contamination of crops, sewers or waterways has occurred advise local emergency services" (SDS). The isothiazolone preservatives are biocides that can affect aquatic organisms — contain spills and protect waterways.

The slip hazard deserves emphasis. Surfactant solutions create extremely slippery surfaces on tile, vinyl, concrete, and other hard flooring. Barricade spill areas until completely cleaned and dried.

Disposal requirements

Disposal must comply with local, regional, national, and international regulations as specified in precautionary statement P501 (SDS). In Australia, this typically means disposal through licensed liquid waste contractors or at approved chemical collection facilities.

Do not pour unused product down household drains. The biocidal preservatives can interfere with municipal wastewater treatment processes. Triple-rinse empty containers, collect the rinse water and dispose of it with the product, then recycle or dispose of the container appropriately.

Troubleshooting common cleaning challenges

****Persistent grout staining:**** When initial cleaning doesn't fully restore grout appearance, the discoloration may have penetrated beyond the reach of surface cleaners. Apply the cleaner and allow extended dwell time — 10 to 15 minutes — before agitation. For permanently stained grout, mechanical removal and re-grouting is the practical solution. Follow up with White for Life Grout Sealer to prevent future staining.

****Residue or streaking:**** White film or streaks after cleaning signal incomplete rinsing. Surfactant residues attract soil and cause rapid re-soiling. Re-rinse affected areas with clean water multiple times, changing rinse water frequently. For large areas, a wet vacuum removes rinse water and residues more

effectively than mopping.

****Skin reaction development:**** If allergic skin reaction symptoms appear — redness, itching, rash, or blisters — wash affected skin thoroughly and stop using the product. The skin sensitization classification means repeated exposure can intensify reactions. Consult a doctor and consider alternative cleaning methods or professional cleaning services.

****Reduced cleaning effectiveness:**** If product performance declines over time, check storage conditions. Exposure to temperature extremes or prolonged storage after opening affects surfactant performance. Confirm the product has not exceeded its shelf life and has been stored correctly.

How this product fits in the range

White for Life Tile & Grout Cleaner is the dedicated maintenance and preparation solution within Selleys' White for Life tiling system. It plays two roles: it's the recommended first step in the 'How To Seal Grout' workflow, preparing surfaces before sealer application, and it's the ongoing maintenance product that keeps completed tile projects looking their best over time.

After grouting with either ****White for Life Powder Grout**** (for outdoor and wet area applications) or ****White for Life Ready To Use Grout**** (pre-mixed for indoor use), this cleaner provides the ongoing maintenance needed to preserve the appearance of both grout lines and tile surfaces.

For better long-term results, the cleaner works alongside ****White for Life Grout Sealer****, which reduces grout porosity and makes subsequent cleaning easier. The workflow is straightforward: clean with White for Life Tile & Grout Cleaner, seal with White for Life Grout Sealer, then maintain with periodic re-cleaning as needed.

This makes the cleaner an essential part of the complete tiling system — the maintenance step that extends the life and appearance of White for Life installations and protects the investment over time.

Product identification & availability

Selleys White for Life Tile & Grout Cleaner is identified by Product Code 100722 and barcode 9300697125934, supplied in 750mL bottles (SDS). This standardised coding ensures accurate product identification for retail scanning and inventory management.

The product is manufactured by Selleys, ABN 67 000 049 427, at 1956 Dandenong Road, Clayton VIC 3168, Australia (SDS). Customer service support is available at 1300 555 205 during business hours (SDS).

Always "read carefully and follow all instructions" per precautionary statement P103 — this refers to the complete product label and safety information (SDS).

References

- Source PDF: SELLEYS_WHITE_FOR_LIFE_TILE___GROUT_CLEANER-AUS_GHS.pdf (canonical)

Related products in the range

- White for Life Powder Tile Adhesive - White for Life Ready To Use Tile Adhesive - White for Life Tile Adhesive (Cartridge) - White for Life Powder Grout - White for Life Ready To Use Grout - White for Life Grout Sealer

Frequently Asked Questions

What is the product name: Selleys White for Life Tile & Grout Cleaner

What is the product code: 100722

What is the barcode: 9300697125934

What size bottle does it come in: 750mL

Who manufactures this product: Selleys

What is Selleys' ABN: 67 000 049 427

Where is the product manufactured: Clayton VIC 3168, Australia

What is the manufacturer's address: 1956 Dandenong Road, Clayton VIC 3168

What is the customer service phone number: 1300 555 205

What does this cleaner remove: Embedded dirt, soap scum, and discoloration

Does it clean grout lines: Yes

Does it clean tile surfaces: Yes

What is the pH of this product: 11.0

Is the pH acidic or alkaline: Alkaline

Does it contain bleach: No

Does it contain harsh acids: No

What is the primary cleaning agent type: Nonionic surfactant

What is the surfactant concentration: Less than 1% by weight

Is the formulation water-based: Yes

Is the product combustible: No

Is it classified as a Dangerous Good for transport: No

Is it classified as a Dangerous Good in Australia: No

Is it classified as a Dangerous Good in New Zealand: No

Is the product hazardous: Yes, under Safe Work Australia GHS 7 criteria

What is the hazard classification: Sensitisation - Skin - Category 1

What is the signal word on the label: Warning

What is the hazard statement code: H317

What does H317 mean: May cause an allergic skin reaction

What causes the skin sensitization hazard: Isothiazolone preservatives

Does it cause respiratory sensitization: No

Does it have an acute toxicity classification: No

Is it corrosive: No

Does it cause serious eye damage: No

Does it have a Poison Schedule in Australia: No

What gloves should be worn: Chemical-resistant nitrile or neoprene gloves

Is eye protection required: Yes

What eye protection is required: Safety glasses or chemical splash goggles

Is protective clothing required: Yes

What protective clothing is required: Long sleeves and full-length trousers

Is respiratory protection required: In poorly ventilated spaces, yes

Should contaminated clothing be washed separately: Yes

Should you wash hands before eating when using this product: Yes

What should you do if skin contact occurs: Wash with plenty of water and soap

What precautionary statement applies to skin contact: P302+P352

What should you do if skin irritation or rash develops: Get medical advice/attention

What precautionary statement applies to skin irritation: P333+P313

Can allergic reactions be delayed after exposure: Yes

What should you do if the product contacts eyes: Wash out immediately with water

Should you seek medical advice after eye contact: Yes, in all cases

What should you do if the product is inhaled: Remove victim from exposure to fresh air

Should you induce vomiting if the product is swallowed: No

What should you do if swallowed: Rinse mouth and give a glass of water to drink

What is the Australian Poisons Information Centre number: 131 126

What is the New Zealand Poisons Information Centre number: 0800 764 766

What is the Australian emergency telephone number: 1800 220 770

What is the New Zealand emergency telephone number: 0800 220 770

What should you have ready when seeking medical advice: Product container or label

Is the product slippery when spilled: Yes

What should you do immediately after a spill: Clean up immediately

What absorbent material can be used for small spills: Clean rag or paper towels

What absorbent material can be used for large spills: Soil, sand, or other inert material

Should spills be prevented from entering drains: Yes

Should spills be prevented from entering waterways: Yes

Can isothiazolones affect aquatic organisms: Yes

Should unused product be poured down household drains: No

How should the product be stored: In a cool, dry, well-ventilated place

Should it be stored in direct sunlight: No

Should it be stored away from food: Yes

Should it be kept out of reach of children: Yes

Should containers be kept upright: Yes

Should containers be kept closed when not in use: Yes

Should the product be stored away from strong oxidisers: Yes

What is the role of this product in the White for Life system: Maintenance and surface preparation

Is this product used before applying grout sealer: Yes

Which grout is recommended for outdoor and wet areas: White for Life Powder Grout

Which grout is recommended for indoor use: White for Life Ready To Use Grout

What product seals grout after cleaning: White for Life Grout Sealer

What is the recommended brush type for grout lines: Stiff-bristled narrow grout brush

Should you work bottom to top on vertical surfaces: Yes

Why rinse thoroughly after cleaning: To prevent surfactant residue attracting dirt

What causes white streaks after cleaning: Incomplete rinsing of surfactant residue

What should you do for persistent grout staining: Allow 10 to 15 minutes dwell time

Can permanently stained grout be restored by cleaning alone: No, mechanical removal and re-grouting may be needed

What should you do if you develop an allergic reaction to the product: Stop using and consult a doctor

Does product performance decline with improper storage: Yes

Are the preservatives in this product biocidal: Yes

How many isothiazolone preservatives does the formula contain: Three

What is the first isothiazolone preservative: 2-Octyl-2H-isothiazol-3-one (OIT)

What is the OIT concentration: Less than 0.07% w/w

What is the second isothiazolone preservative: 1,2-Benzisothiazol-3(2H)-one (BIT)

What is the BIT concentration: Less than 0.05% w/w

What is the third isothiazolone preservative: 2-Methyl-1,2-benzisothiazol-3(2H)-one (MBIT)

What is the MBIT concentration: Less than 0.05% w/w

What do the isothiazolone preservatives prevent: Bacterial and fungal growth in the product

Should empty containers be triple-rinsed before disposal: Yes

Should rinse water from empty containers be disposed of with the product: Yes

--- ## Label facts summary

> **Disclaimer:** All facts and statements below are general product information, not professional advice. Consult relevant experts for specific guidance.

Verified label facts

****Product identification**** - Product Name: Selleys White for Life Tile & Grout Cleaner - Product Code: 100722 - Barcode: 9300697125934 - Pack Size: 750mL bottle - Manufacturer: Selleys, ABN 67 000 049 427 - Manufacturer Address: 1956 Dandenong Road, Clayton VIC 3168, Australia - Customer Service: 1300 555 205

****Formulation & chemistry**** - pH: 11.0 (alkaline) - Formulation type: Water-based - Contains bleach: No - Contains harsh acids: No - Combustible: No - Primary surfactant type: Nonionic - Surfactant: Poly[oxy(methyl-1,2-ethanediyl)], alpha-(methylphenyl)-omega-hydroxy- at less than 1% w/w - Preservative 1: 2-Octyl-2H-isothiazol-3-one (OIT) at less than 0.07% w/w - Preservative 2: 1,2-Benzisothiazol-3(2H)-one (BIT) at less than 0.05% w/w - Preservative 3: 2-Methyl-1,2-benzisothiazol-3(2H)-one (MBIT) at less than 0.05% w/w - Remaining ingredients: Non-hazardous or below reporting thresholds

****Regulatory & hazard classification**** - Hazardous: Yes, under Safe Work Australia GHS 7 criteria - Hazard classification: Sensitisation - Skin - Category 1 - Signal word: Warning - Hazard statement: H317 — May cause an allergic skin reaction - Sensitization cause: Isothiazolone preservatives - Respiratory sensitization classification: No - Acute toxicity classification: No - Corrosivity classification: No - Serious eye damage classification: No - Poison Schedule (Australia): None - Dangerous Good (Australia): No - Dangerous Good (New Zealand): No

****Personal protective equipment (as specified on SDS)**** - Gloves: Chemical-resistant (nitrile or neoprene recommended for aqueous isothiazolone solutions) - Eye/face protection: Safety glasses or chemical splash goggles required - Protective clothing: Long sleeves and full-length trousers - Respiratory protection: Required in poorly ventilated spaces (precautionary statement P261) - Contaminated clothing: Must be washed separately before reuse

****Precautionary statements**** - P102: Keep out of reach of children - P103: Read carefully and follow all instructions - P261: Avoid breathing dust, fume, gas, mist, vapours or spray - P302+P352: IF ON SKIN — Wash with plenty of water and soap - P333+P313: If skin irritation or rash develops — Get medical advice/attention - P101: If medical advice needed, have product container or label at hand - P501: Dispose of contents/container in accordance with local regulations

****First aid**** - Skin contact: Remove contaminated clothing; flush skin with running water; seek medical assistance if swelling, redness, blistering, or irritation occurs; effects may be delayed - Eye contact: Wash out immediately with water; seek medical advice in all cases - Inhalation: Remove from exposure; rest; seek medical advice if effects persist - Ingestion: Rinse mouth with water; do NOT induce vomiting; give a glass of water; seek medical advice - Allergic reactions: May be delayed after exposure

****Emergency contacts**** - Australia Poisons Information Centre: 131 126 - New Zealand Poisons Information Centre: 0800 764 766 - Australia Emergency Telephone: 1800 220 770 - New Zealand Emergency Telephone: 0800 220 770

****Storage requirements**** - Store in a cool, dry, well-ventilated place - Keep out of direct sunlight - Store away from foodstuffs - Keep out of reach of children - Keep containers standing upright - Keep containers closed when not in use - Store away from strong oxidisers and incompatible materials (per SDS Section 10) - Keep away from sources of heat and/or ignition

****Spill management**** - Product is slippery when spilled — clean up immediately - Small spills: Wipe with absorbent material (clean rag or paper towels); seal in labelled containers for disposal - Large spills: Clear unprotected personnel; use soil, sand, or inert absorbent; prevent run-off into drains and waterways - Environmental incident: Advise local emergency services if contamination of crops, sewers, or waterways occurs

****Disposal**** - Comply with local, regional, national, and international regulations (P501) - Do not pour unused product down household drains - Triple-rinse empty containers; collect and dispose of rinse water with product

General product claims

- Engineered to restore tiled surfaces to their best - Removes embedded dirt, soap scum, and discoloration from tiles and grout lines - Alkaline pH drives superior cleaning performance - Surfactant system cuts through soap scum and grease "with authority" - Delivers professional results every time - Essential maintenance component within the White for Life tiling ecosystem - Designed to preserve appearance and extend service life of tile installations - Preserves the clean, fresh appearance of grout lines and tile surfaces over the long term - Works in partnership with White for Life Grout Sealer to make subsequent cleaning easier - Stiff-bristled grout brush combined with this cleaner delivers superior soil removal - Extended dwell time (10–15 minutes) recommended for persistent grout staining - Product performance may decline with improper storage or after shelf life is exceeded - Positions as the maintenance bridge that extends the life and appearance of White for Life installations - "Success the first time, and every time after"

Related Products & Brand Context

****Selleys White for Life Tile & Grout Cleaner**** sits within Selleys' tiling product range, categorised under Home & Garden > Cleaning Products, with its product URL placing it specifically in the tiling > tile-and-grout-cleaner segment of the Selleys catalogue. Selleys is a division of DuluxGroup, an Australian home improvement company known across the trade and consumer markets for adhesives, sealants, fillers, and surface care products. This cleaner represents Selleys' offering at the maintenance end of the tiling lifecycle — focused on keeping finished tile installations looking clean and well-maintained rather than installation or repair.

The product occupies a distinct position within tile cleaning by combining an alkaline formulation (pH 11.0) with an anti-bacterial action, while deliberately avoiding abrasives, harsh acids, and bleach. This sets it apart from acid-based tile cleaners typically used for heavy mineral deposit removal, positioning it instead as a regular-maintenance cleaner suited to ongoing domestic use. Its 750mL format reinforces this as a household rather than trade-volume product. The "White for Life" branding signals a focus on preserving grout appearance over time — specifically targeting yellowing, staining, and blackening — rather than one-off deep cleaning.

From a use-case perspective, someone using this product is likely working on an established tiled bathroom, kitchen, or laundry. Related products a buyer would commonly need alongside it include a grout sealer (to protect grout after cleaning), a tile-specific scrubbing brush or applicator tool, and possibly a grout pen or touch-up product for areas where discolouration has become permanent. If the grout is cracked or failing, a grout repair or re-grouting product would typically be needed before cleaning is worthwhile. While the knowledge graph context does not name specific Selleys sibling products in these adjacent categories, Selleys' broader range — as a DuluxGroup brand — spans products across these tiling lifecycle stages.