Claims

1. An agent for removing stains or deposits from hard or soft surfaces, which agent comprises surfactants, an adhesion promoter and at least one active substance,
where the surfactant fraction is between 10% by weight and 60% by weight,
where the adhesion promoter is selected from the group of the alkylene styrene copolymers, the olefin homopolymers or olefin copolymers of two or more olefins, where the polymers may also be hydrogenated, and the polyalkylene derivatives,
where the alkylene styrene copolymers are selected from the group consisting of diblock or triblock copolymers and in particular from the group of the styrene-butadiene-styrene copolymers (SBS), the styrene-isoprene-styrene copolymer (SIS), the styrene-ethylene/butylene-styrene copolymers (S-EB-S), the styrene-ethylene/propylene copolymers (S-EP), the styrene-ethylene/butylene copolymers (S-EB), the styrene-butadiene copolymers (SB) and styrene-isoprene copolymers (SI), where the alkylene styrene copolymers may also be hydrogenated or partially hydrogenated and the olefin homopolymers or copolymers are selected from the group of the polybutadiene rubbers, styrene-butadiene block polymers and copolymers, and also the polyisopropenes and the random (block) polymers which are obtained by 1,3-addition of butadiene or isoprene onto styrene or alpha-methyl styrene, the homopolymers or copolymers of ethylene or propylene, such as the ethylene-propylene diene terpolymers, the natural rubbers and the norbornene polymers or

polydicyclopentadiene, and the polyalkylene derivatives are polyalkylene chains with randomly distributed functional groups, and
the active substance is an acid, an alkali, a bleach and/or hydrophobic organic solvent not bonded in a gel, and the agent comprises either
at least 10% by weight of at least one acid or at least 10% by weight of at least one alkali and/or at least 5% by weight of a bleach,
and/or comprises at least 10% by weight of hydrophobic organic solvent not bonded in a gel.

2. The agent as claimed in ~~any one of the preceding claims~~ claim 1, characterized in that the pH of a 1% solution of an acid-comprising agent is pH 2 or less, preferably at most pH 1.5 and particularly preferably at most pH 1.

3. The agent as claimed in ~~any one of the preceding claims~~ claim 1, characterized in that the pH of a 1% solution of an alkali-comprising agent is at least pH 9, preferably at least pH 10 and particularly preferably at least pH 11.

4. The agent as claimed in any one of the preceding claims, characterized in that the surfactant fraction is 25% by weight to 45% by weight.

5. The agent as claimed in any one of the preceding claims, characterized in that the agent is pasty and preferably has a viscosity of at least 30 Pa*s, and particularly preferably of at least 100 Pa*s, measured using a Haake viscometer, plate/plate system, plate diameter 10 mm, with a shear gradient of 2.62 s^{-1} and 20°C.

6. The use of an agent as claimed in any one of claims 1, 2, 4 or 5 which comprises at least 10% by weight of acid, preferably at least 20% by weight of acid and preferably at least 30% by weight of a mixture of an organic and an inorganic acid for removing stains from textiles in the armpit area or stains of blood, rust and soilings on top of calcifications.

7. The use of an agent as claimed in any one of claims 1, 3, 4 and 5, which comprises at least 50% by weight, preferably at least 60% by weight and particularly preferably at least 70% by weight of alkalis for removing deposits containing resin, oil, soot or grease from hard surfaces and/or for the etching of surfaces, particularly in industry.

8. The use of an agent as claimed in any one of claims 1, 3, ~~3~~4 or 5, where the agent comprises alkalis and at least 10% by weight of hydrophobic organic solvents for removing stains of cocoa/chocolate, shoe cream, lipstick, chewing gum, turmeric or other grease- or pigment-containing stains.

9. The use of an agent as claimed in any one of claims 1 to 5, which comprises at least 10% by weight of bleaches, preferably from the group of the peroxo compounds, for removing colored stains, in particular red wine stains.

10. The use of an agent for removing moss, where the agent comprises surfactants, an adhesion promoter and at least one active substance,

where the adhesion promoter is selected from the group of the alkylene styrene copolymers, the olefin homopolymers or olefin copolymers of two or more olefins, where the polymers can also be hydrogenated, and the polyalkylene derivatives,
the active substance is at least 5% of an acid and/or at least 1% of a biocide.