

**/ COLORATION**

**Color affects consumers on an emotional level, and these emotions influence buying decisions.**

As a leading global supplier of dyes, Archroma offers one of a kind color palette that provides the ultimate choice for creating detergents and cleaners with attractive colors to meet consumer preferences.

**Special detergent dyes to have whitening effect on white and soft colored fabrics.**

We have a specific dye portfolio with excellent water solubility. These dyes impart the right amount of blue/violet to counter yellowing or greying in garments caused by repeat use/washing. The effect is marginal and will not stain the garments even after multiple washes.



**Archroma provides a great color palette to design your detergent and cleaner in the color you want**

COLORATION				Liquid Laundry	Dish Wash Liquid	Powders / Bars	Household Cleaners	Shading Dyes
<b>POWDER DYES</b>								
NYLOSAN® RHODAMINE E-B 300			AR 52	x	x		x	
NYLOSAN® BR RED N-BG 125			AR 249	x	x			x
NYLOSAN® VIOLET E-2R 300			AV 126	x	x		x	x
NYLOSAN® VIOLET F-BL 180			AV 48	x	x		x	
NYLOSAN® RED F-6B 140			AV 54	x	x		x	x
INDOSOL® TURQUOISE FBL			DBL 199	x	x		x	
NYLOSAN® BLUE F-L 150			ABL 80	x	x		x	
NYLOSAN® BLUE F-GBLN 180			ABL 127:1	x	x			
DRIMAREN® GREEN AG			AG25	x	x		x	
LANASYN® TURQUOISE SD-5G			DBL 86	x	x		x	
<b>PIGMENT DISPERSIONS</b>								
LEUCOTINT® BLUET-K			PB 15:1			x		
LEUCOTINT® GREEN TX			PG 7			x		
LEUCOTINT® NAVY T-V			Mix.			x		
LEUCOTINT® RED HC 05			P R5			x		
LEUCOTINT® PINK T-E			PR122			x		
LEUCOTINT® VIOLET T-L			PV 23			x		
LEUCOTINT® YELLOW HC 01			PY 1			x		
<b>LIQUID DYES</b>								
LEUCOTINT® HC TURQUOISE			DBL 86	x	x	x	x	
LEUCOTINT® HC BR BLUE			ABL 80	x	x	x	x	
LEUCOTINT® HC BRIGHT VIOLET			AV 48	x	x	x	x	x



[www.archroma.com](http://www.archroma.com)  
[textileeffects@archroma.com](mailto:textileeffects@archroma.com)

**ARCHROMA MANAGEMENT LLC**  
 Hardstrasse 1  
 4133 Pratteln  
 Switzerland

**ARCHROMA TEXTILE EFFECTS**  
 Archroma Singapore, Pte. Ltd.  
 1 International Business Park  
 #06-01 The Synergy  
 609917 Singapore

This information corresponds to the present state of our knowledge and is intended as a general description of our products and their possible applications. Archroma makes no warranties, express or implied, as to the information's accuracy, adequacy, sufficiency or freedom from defect and assumes no liability in connection with any use of this information. Any user of this product is responsible for determining the suitability of Archroma's products for its particular application. \*Nothing included in this information waives any of Archroma's General Terms and Conditions of Sale, which control unless it agrees otherwise in writing. Any existing intellectual / industrial property rights must be observed. Due to possible changes in our products and applicable national and international regulations and laws, the status of our products could change. Material Safety Data Sheets providing safety precautions, that should be observed when handling or storing Archroma products, are available upon request and are provided in compliance with applicable law. You should obtain and review the applicable Material Safety Data Sheet information before handling any of these products. For additional information, please contact Archroma.

\*For sales to customers located within the United States and Canada the following applies in addition :  
 NO EXPRESS OR IMPLIED WARRANTY IS MADE OF THE MERCHANTABILITY, SUITABILITY, FITNESS FOR A PARTICULAR PURPOSE OR OTHERWISE OF ANY PRODUCT OR SERVICE.

® Trademark of Archroma registered in many countries  
 © 2024 Archroma

CERTIFIED TO  
 SE EN ISO 9001:2015  
 SN EN ISO 14001:2015  
 SN EN ISO 45001:2018



**HOME CARE**

ADDITIVES  
 COLORANTS  
 OPTICAL BRIGHTENERS



## / OPTICAL BRIGHTENERS

### Brighten your garments and eliminate greying or yellowing of soft shaded colors

As a global leader of specialty chemicals, Archroma offers optical brighteners for the textiles and paper markets. We are now bringing our expertise and innovations to the detergents market. Our suite of optical brightener solutions ensure that laundry will remain white or become even whiter after multiple washes.

#### Benefits

- Achieve higher levels of whiteness and brightness
- Prevents greying and yellowing of white and soft colored garments after repeated use and multiple laundering cycles.
- Provide and maintain color brilliance
- Improve the cleaning efficiency in the laundry process



### Optical brighteners for brilliant whites and soft shaded colors

PARAMETERS	3DBS Conc.	PWC p.	NFW conc.	D-AL	DLK	5BM-GX	DMA-X Conc.	DMA-X
Type	Stilbene	DSBP*	DSBP*	Stilbene	Stilbene	Stilbene	Stilbene	Stilbene
CI (OB) Name	85	351	351	28	#	#	71	71
Physical form	Granule	Granule	Liquid	Liquid	Liquid	Granule	Granule	Granule
Solubility in water	Soluble	Soluble	Miscible	Miscible	Miscible	Less soluble	Not soluble	Not soluble
Active Level	80%	92%	35%	20%	28%	67%	86%	67%
E-value	520	1110	350	120	160	460	650	436
Detergent Application	Liquid / Powder	Liquid / Powder	Liquid / PODS	Liquid	Liquid	Powder	Powder	Powder
Dosage range	0.1% - 1.0%	0.05% - 0.4%	0.05% - 0.4%	0.4%-2.0%	0.3%-1.5%	0.1% - 1.0%	0.1% - 1.0%	0.1% - 1.0%

## / SURFACTANTS

### Performance combined with rapid biodegradability

KIERALON® SAS 30 / 60 / 93 are neutral anionic surfactants that exhibit the optimum application and cleaning properties for the home and personal care industry. They are also ideal for the industrial and institutional cleaning segments.

Based on secondary alkane sulphonate sodium salt KIERALON® SAS is suitable for detergents, hand dishwashing liquids and a broad range of cleaning products.

AFILAN® CapB is a zwitterionic surfactant. It is a good cleaner for personal wash products and is also a good exfoliator. It exhibits good dense foam when used with specific anionic cleaners.



#### Benefits

- Environmental-friendly surfactant with rapid biodegradation
- Good skin compatibility allowing formulation of mild dishwashing liquids for sensitive skin
- Good drainage properties and rapid drying of dishes
- Excellent grease- and soil-dispersing action
- Pronounced foaming power
- Possibility of cost reduction by manufacturing highly concentrated liquid cleaners without hydrotopes
- Increases action of modern detergent additives, e.g. soil release polymers – see Hydroperm® 3702.

#### Application areas:

- **Dishwashing liquids**  
Standard dishwashing liquids  
Dishwashing liquid concentrates
- **Household cleaners**  
All-purpose cleaners  
Liquid metal/ceramic cleaners  
Sanitary cleaners  
Toilet freshener blocks  
Floor cleaners  
Glass cleaners
- **Cosmetics**  
Shampoos  
Shower gels  
Foam baths  
Liquid soaps
- **Industrial cleaners**  
Automotive cleaners  
Metal degreasing agents  
Alkaline rust removers  
Hand cleaners  
Detergent pastes

## / DETERGENT SPECKLES

Archroma offers salt speckles colored in blue, green and pink to increase the sensory experience of white detergent powder.



Blue

Green

Pink

## / SOIL AND STAIN RELEASE AGENTS

### Suitable for all-purpose cleaners and specialized cleaning solutions.

The HYDROPERM® range of non-ionic, polymeric soil release agents are specially engineered for household and industrial cleaners for polyester, cotton and cotton blends. These products are available in both paste or liquid form. HYDROPERM® KK and 3702 have significantly improved detergency and soil removal effects when compared to industry standards. They are at least 65% active and come in an aqueous carrier. Concentrations of 1 to 2% are recommended in a detergent formula.

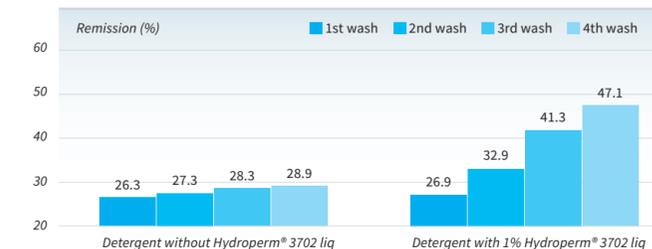
#### Benefits

- Improves the removal of oily or fatty stains from fabrics even without a first 'pre-wash' of the fabric
- Prevents the soil from adhering to the fibers
- Can be used in washing powders and liquid detergents
- Can be incorporated in all-purpose cleaners

#### Application areas:

- Washing powders
- Heavy-duty detergents
- Detergents for fine fabrics
- Detergents for curtains
- Washing paste
- Fabric softeners
- All-purpose cleaners

#### Hydroperm® 3702 liq (75% aqueous dispersion)



The following graphic shows the increase in the detergency of a commercial detergent by adding 1% Hydroperm® 3702 liq, the detergent without additive is shown for comparison solid polyester WFK 30 C, washed 1-4 times in a linitest, 40°C, 30. Min., 6 g/l detergent without and with 1% Hydroperm® 3702 liq.

## / ANTI REDEPOSITION POLYMERS

### Sequestering agents and anti-redeposition polymers for improving the cleaning efficacy of detergents.

#### Benefits

- Anti-redeposition
- Electrolyte stability
- Scale and hardness control
- Crystal modifier
- Increases detergency and improves fabric whiteness
- Acts as a co-builder to help replace phosphates
- Environmental-friendly solution

#### Product Range

DEKOL® SN 100 LIQ. C.  
DEKOL® HC 4500 LIQ.  
DEKOL® SN 100 GRAN.  
DEKOL® HC 4500 GRAN.

