



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 textile and paper markets. We are now bringing our expertise and innovations to the detergent market. Our portfolio of optical brightener solutions ensure that the laundry of the whiteness of your garments will remain and be enhanced even after multiple washes.

**ULTRAPHOR® NFW CONC | ULTRAPHOR® 3DBS CONC | ULTRAPHOR® PWC P. | ULTRAPHOR® D-AL
ULTRAPHOR® DLK | ULTRAPHOR® 5BM-GX | ULTRAPHOR® DMA-X CONC | ULTRAPHOR® DMA-X**

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
- Delivers solutions for powder and liquid cleaning systems

ULTRAPHOR® NFW CONC

A solution of optical brightener

ULTRAPHOR® NFW CONC is a (fully solubilized) solution form of OBA 351. It delivers highest levels of brightness and whiteness

Application areas:

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



GRAY

WHITE

ULTRAPHOR® 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%

*Distyryl Biphenyl

/ SURFACTANTS

Performance combined with rapid biodegradability

KIERALON® SAS 30 / 60 / WEYCLEAN® SAS 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.

KIERALON® SAS 30 | KIERALON® SAS 60 | WEYCLEAN SAS® 93

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 HC

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 |
|---|--|---|---|



/ SOIL AND STAIN RELEASE AGENTS

Suitable for detergents, 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® 3702 HC 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.

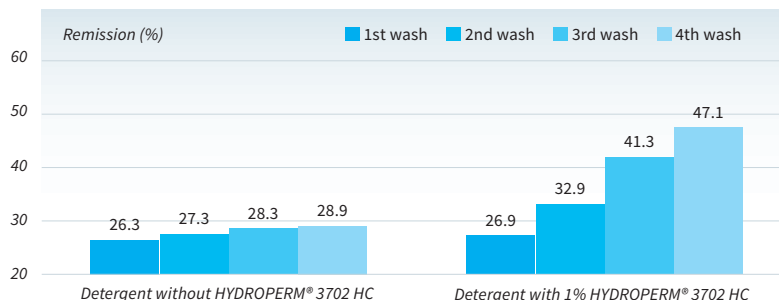
HYDROPERM® 3702 HC

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
- Fabric softeners
- All-purpose cleaners



The following graphic shows the increase in the detergency of a commercial detergent by adding 1% HYDROPERM® 3702 HC, 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 HC.

/ ANTI REDEPOSITION POLYMERS

Suitable for detergents, all-purpose cleaners and specialized cleaning solutions

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

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

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

Application areas:

- Washing powders
- Heavy-duty detergents
- Detergents for fine fabrics
- Detergent for curtains
- Fabric softeners
- All-purpose cleaner



/ SOFTENERS

HIGH-PERFORMANCE FABRIC SOFTENERS THAT DELIVER LONG-LASTING SOFTNESS

Fabric softener enhances the softness and comfort of clothes, making them feel gentler against the skin. The mechanical action, spinning and heat involved in the laundry process can weaken fabrics at the fiber level. Fabric softeners help smoothing and reinforcing these fibers, protecting garments from wash-related damage and helping them retain their shape. Additionally, they reduce static charge, especially in synthetic fabrics and can minimize wrinkles, making ironing easier.

ULTRASOFT® STS-DR | ULTRASOFT® EH1 | SOLUSOFT® ACN LIQ | SOLUSOFT® UP LIQ

Benefits:

- It performs at the same dosage levels as plant based, cationic fabric softeners and can be used in non-ionic liquid detergent formulation giving equal efficacy
- Retains a high degree of whiteness and no shade change on colored fabrics and garments
- A 2 in 1 detergency with softness can be achieved
- Compatible with most optical brighteners and additives
- nonionic

Application areas:

- Fabric Softeners
- Fabric conditioners
- Liquid detergent
- Liquid detergent + softener (2 in 1 liquid)

ULTRASOFT® STS-DR

Nonionic / weakly cationic in nature

Outstanding stable silicone micro emulsion for durable soft handle on all types of cotton and synthetic fabrics



/ DYE CATCHER

Highly effective dye catcher solution

Dye catcher in laundry applications primarily aim to curb the excess or unfixed dyes and maintain the whiteness of fabrics

CYCLANON® HP66K | CYCLANON® XC - W NEW LIQ. | HYDROPERM® A

Benefits:

- Dark shades which bleed during washing get neutralized, thereby avoiding deposition on white clothes
- Highly effective on all types of fabrics from cotton to synthetics at room temperature
- Consistent average molecular weight with active quenching sites
- Compatible with most anionic, nonionic and cationic products

Application areas:

- Liquid detergent
- Detergent powders
- All commercial liquid & powder detergents

CYCLANON® HP66K

Vinyl- acrylic based polymeric solution

Outstanding performance at room temperature for household laundry



/ 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.

POWDER DYES				Liquid Laundry	Dish Wash Liquid	Powders / Bars	Household Cleaners	Shading Dyes
LEUCOTINT® RHODAMINE E-B 300			AR 52	x	x		x	
LEUCOTINT® BR RED N-BG 125			AR 249	x	x			x
LEUCOTINT® VIOLET E-2R 300			AV 126	x	x		x	x
LEUCOTINT® VIOLET F-BL 180			AV 48	x	x		x	
LEUCOTINT® RED F-6B 140			AV 54	x	x		x	x
LEUCOTINT® TURQUOISE FBL			DBL 199	x	x		x	
LEUCOTINT® BLUE F-L 150			ABL 80	x	x		x	
LEUCOTINT® BLUE F-GBLN 180			ABL 127:1	x	x			
LEUCOTINT® TURQUOISE SD-5G			DBL 86	x	x		x	
PIGMENT DISPERSIONS								
LEUCOTINT® BLACK HC 07			Pigment Black 7	x	x	x	x	
PRINTOFIX® BLUE T-K			PB 15:1			x		
PRINTOFIX® GREEN T-X			PG 7			x		
PRINTOFIX® NAVY T-V			Mix.			x		
PRINTOFIX® RED HC 05			P R5			x		
PRINTOFIX® PINK T-E			PR122			x		
PRINTOFIX® VIOLET T-L			PV 23			x		
PRINTOFIX® YELLOW HC 01			PY 1			x		
LIQUID DYES								
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





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