

LET'S DEVELOP INNOVATIVE LAUNDRY PRODUCTS!



In the post-Covid-19 world, laundry products have become essential. In fact, this is a growing market, with expected volume and value increases in the coming years.

What do consumers expect from laundry products? What drives their purchasing decisions?

High **efficacy** for superior consumer **safety**

Innovation: formats & ingredients. Ingredients and concepts from other markets, such as food or personal care are jumping to laundry.

Eco-friendly & sustainable solutions. Ingredient transparency is gaining importance. Packaging composition (plastic) is of high concern.

Fragrance is key at the point-of-sale, a highly important purchasing decision factor.

Let's work together to create laundry solutions that meet consumers needs!



LONZA PRESERVATIVES

Protecting Your Products and Your Reputation™

LONZA offer a comprehensive range of **preservatives for home care applications**. Those are suitable for a variety of uses, including laundry products such as detergents and fabric softeners.

Discover the preservation system that suits your needs:

PROXEL® Range

Active: **Benzisothiazolinone (BIT)**

Broad spectrum efficacy

Heat stable to 150°C

pH stable

Stable to amines

Formaldehyde-free

Halogen-free

Variety of liquid formulations

DANTOGARD® Range

Active: **DMDM Hydantoin (DMDMH)** alone or blended with **Iodopropynyl Butyl Carbamate (IPBC)**

Synergistic, broad spectrum blend with dual mode of action that avoids the need for auxiliary preservatives

High performance liquid preservative system

Highly effective at low use concentrations

Water soluble

Low free formaldehyde and improved toxicology profile

ISOCIL® Ultra 1.5

Active: **Methylisothiazolinone (MIT)** with **Chloromethylisothiazolinone (CMIT)**

Fully compatible with a wide range of Home Care product types

Soluble in water

Colourless and Odourless

LONZABAC® 12.30

Active: **Triamine**

Aqueous solution

Effective over a wide pH range

Soluble in water

Good surfactant properties

SODIUM OMADINE®

Active: **Sodium Pyrithione**

Aqueous solution

Broad spectrum, anti-fungal and anti-bacterial

Fully water miscible

BARDAC® 22.40

Active: **Didecyldimethylammonium chloride (DDAC)**

Aqueous formulation

VOC-free

Good surfactant properties

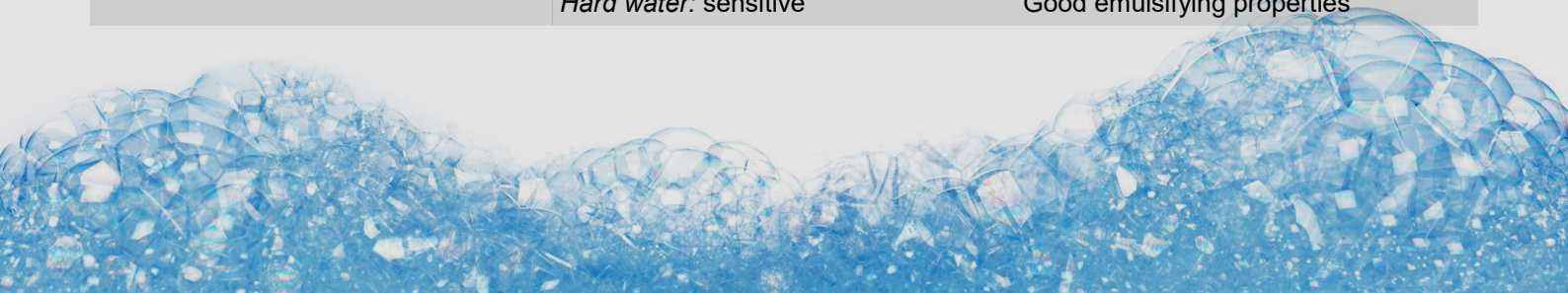
Compatible with nonionic and cationic formulations

ZSCHIMMER & SCHWARZ SURFACTANTS

No development limits: a solution for every design

ZSCHIMMER & SCHWARZ provide a broad spectrum of surfactants for laundry applications. Ionic nature, foam level, pH, mildness... what else? Just imagine, there is a ZSCHIMMER & SCHWARZ surfactant for each design

PROPETAL range Alkyl polyalkylene glycol ethers	<i>Nature:</i> non-ionic <i>pH:</i> 0-14 <i>Foam:</i> low to medium <i>Hard water:</i> not sensitive	Different cloud points Good fat dissolving properties Good wetting properties 100% active matter (suitable for caps) No GHS / CLP labelling
SULFETAL 4105 Sodium 2-ethyl hexyl sulfate	<i>Nature:</i> anionic <i>pH:</i> 3-14 <i>Foam:</i> low <i>Hard water:</i> sensitive	Hydrotropic properties No H 318 (Corrosive) up to 45%
ZUTOSEC SE range Acyl glutamates	<i>Nature:</i> anionic <i>pH:</i> 4-14 <i>Foam:</i> low and high <i>Hard water:</i> sensitive	Hydrotropic properties Mild: protecting properties for sensitive textiles like wool Antistatic properties Good emulsifying properties Natural base No H 318 (Corrosive)
AMPHOTENSID EH Sodium salt of a short chained alkylamine carboxylate	<i>Nature:</i> amphoteric <i>pH:</i> 0-14 <i>Foam:</i> low <i>Hard water:</i> sensitive	Hydrotropic properties No GHS / CLP labelling
OXETAL ID 104 Ethoxylated fatty alcohol	<i>Nature:</i> non-ionic <i>pH:</i> 0-14 <i>Foam:</i> low <i>Hard water:</i> not sensitive	Good wetting properties 100% active matter (suitable for caps) Stable to alkali and to most detergent components Readily biodegradable; European Detergents Regulation EC 648/2004 complaint Active over a wide temperature range Extremely good wetting properties
TRIUMPHNETZER ZSG Sulfosuccinic acid diisooctylester, sodium salt	<i>Nature:</i> anionic <i>pH:</i> 3-10 <i>Foam:</i> low to medium <i>Hard water:</i> sensitive	
ZUSOTEC CP range Alkyl polyglycol ether phosphates	<i>Nature:</i> anionic <i>pH:</i> 0-14 <i>Foam:</i> low and high <i>Hard water:</i> sensitive	Hydrotropic properties Antistatic properties Corrosion protection properties Good emulsifying properties





MEGAWHITE Optical Brighteners

White brilliant fabrics with Meghmani

MEGHMANI offer optical brighteners for laundry applications under the tradename **MEGAWHITE**.

We are highlighting two ingredients of that range:

MEGAWHITE DT (Fluorescent Brightner 351)

The ideal optical brightening agent for cotton, linen, silk, wool and polyamide fibres among others.

It exhibits a perfect durability against chlorine/oxygen bleaching and a strong whitening strength. In fact, it is classed as a **bleaching resistant** optical brightener

When using it, fabrics do not turn yellow or change colour after being washed again and again.

Good **solubility** in water under low temperature and excellent **compatibility with cationic surfactants**.

It can be used both in **powder and (specially) in liquid laundry detergents**. Recommended dosage: 0,02% - 0,05%.

MEGAWHITE DMX (Fluorescent Brightner 71)

An optical brightener that can be used all detergent types (**powder, paste and light and heavy duty liquids**). .

Soluble in hard water. **Incompatible with cationic surfactants**. **Stable** to alkali, perborate, peroxide and TAED.

Moreover, It improves the **appearance of powder detergents**.

Recommended dosage: 0,1% - 0,5%.

Both ingredients hold a "declaration B" by the manufacturer, allowing the eventual EU ECOLABEL certification of the final products under two categories: Laundry detergents | Laundry Industrial & Institutional laundry detergents.

AROMAGUARD by CPL AROMAS

Malodour counteractant technology

AromaGuard from **CPL Aromas** is an impressive malodour counteractant technology. By matching a specific malodour, it can reduce human perception of that odour and replace it with a desired fragrance.

Unlike fragrances that simply overpower and mask an odour, **AromaGuard** works with the odour to counter it, changing the brain's perception of what the nose is smelling. **CPL Aromas** use the latest equipment and techniques to analyse the molecular makeup of malodours and how fragrances act upon them. By understanding how the two interact, they're able to optimise the fragrance formulation to achieve the best possible performance. The results are impressive: **AromaGuard technology creates a 70% reduction in malodour perception.**

This innovative, completely bespoke technology can be used across unlimited **applications**, from personal care and household products to industrial and institutional settings. Air fresheners, pet care and **laundry** are key household products where **AromaGuard** adds huge value.

Let's work together to discover which **AromaGuard** is the solution to your malodour problem!



AROMACORE & AROMACORE PLUS by CPL AROMAS

Fragrance release technology

AromaCore encapsulation technology from **CPL Aromas** has revolutionised the laundry sector thanks to its ability to deliver **long lasting (weeks!) fragrance performance.**

AromaCore technology is simple: fragrance is locked within a capsule wall, which is impervious to water and heat, but which will break when dry and put under pressure. Millions of capsules are deposited in any single application, thus impressive fragrance performance is possible over a sustained period. **AromaCore Plus** is the 2.0 version of AromaCore: the encapsulated fragrance is combined with a liquid one; the liquid fragrance delivers the immediate 'out of the bottle' wet range of aroma notes while the encapsulated whole-fragrance – including the top notes – remains locked into the capsules on the fabric for release later.

The benefits of **AromaCore** and **AromaCore Plus** are just amazing: releases long-lasting, full and fresh 'just laundered' fragrance for over 90 days on laundry, remain stable and will perform in a fabric softener for at least two years if stored at 20°C, effective fragrance performance after tumble drying and ironing.

MASSOCARE SEMES by C. Q. MASSO

Odour neutralizer

MASSOCARE SEMES (4-ethyl-4-soya morpholinium ethosulfate) is a **cationic surfactant** that neutralizes malodours. Thanks to its chemical structure, it is able to complex or neutralize specific organic molecules, reducing their concentration.

MASSOCARE SEMES is ideal for many applications in different areas such as Personal Care, Household Care and Industrial fields.

Features & Benefits

Effective at low levels: from **1.0 to 1.5%**

High performance in front of a **broad range of odours**

Liquid and totally **soluble in water**: **easy to formulate**

Can be used **with or without fragrance**: doesn't interact with the main functional groups of fragrance ingredients

Typical Properties

Appearance: amber liquid

Appearance at use levels: water white

Active: 35%

pH at 25°C (1% solution): 7-8

Viscosity at 25°C: approx. 1000 cps

Odour: fruity

Flash point: + 300°F

Specific gravity at 25°C: approx. 1

Household Care Applications

Laundry products

Deodorizers for homes, hotels & cars

Treatment of garbage containers

Kitchen surface cleaners

