

Expertise+

1st September 2020

www.btc-europe.com/information

Let's celebrate: 25th anniversary of APG[®] production

Glucopon[®] 650 EC: Proven mildness and excellent cleaning efficiency solution for highly concentrated liquid detergents

- In Italy 36% of consumers agree that a better for the environment product is an important factor when buying home laundry products.
- 41 % of EU consumers are willing to pay more for laundry detergents containing organic/ all-natural ingredients.
- 60% of claims for damages following professional injuries in 2010 and 2011 concerned skin irritations in the I&I sector.

Sources: Mintel – Laundry Care Trends and Innovations 2019; Mintel – Sustainability Report 2019; Berufsgenossenschaft für Nahrungsmittel und Gastgewerbe, 2013



Easy formulations for highly concentrated liquid laundry

Glucopon[®] 650 EC satisfies expectations both for perfect cleaning results and environmental responsibility:

- From renewable raw materials starch and vegetal oil surfactant
- Natural cleaning power
- Mild to the skin
- Long lasting foam quality
- Efficient: exceptional detergency for problematic stains
- Strong cleaning power at low temperature
- Excellent ecological and toxicological profile

Our solution for combining efficiency with an excellent eco-tox profile!

You can find additional information about Glucopon[®] 650 EC directly using our website for [detergents & cleaners industry](#). You can also contact your local BTC partner directly using the [Solution Finder](#).