

# Expertise Plus Information

4<sup>th</sup> May 2017

[www.btc-europe.com/information](http://www.btc-europe.com/information)

## Pigmosol® – soluble in water like instant coffee

Colours lend quality and character to products. Whether in detergents, dishwasher tablets or other cleaning agents – in the home care area, colours not only serve as an important characteristic for a specific brand, they also hint at the product's capabilities in a very subtle and convincing manner. "Coloured micro-beads, for instance, are used to highlight that a washing powder includes additional active ingredients," says Michael Stork, Global Marketing Manager Home and Personal Care Colorants at BTC Europe. With Pigmosol®, BTC has recently added new pigment preparations to its portfolio that can be used to colour aqueous formulations or washing powder mixtures.

### **Does not create dust, easy to dissolve**

Pigmosol® stands out thanks to its extraordinary water solubility.

"Compared to many other pigments, you could probably say that it is like quickly dissolving instant coffee to cocoa powder, which you have to stir considerably longer," says Schork. At the same time, the granulate hardly creates any dust, thus saving time and effort in production.

### **Stable and long shelf life**

Pigmosol® is also highly pH-stable and suitable for pH values between 1 and 13. "Many customers are looking for a single raw material for several applications," explains Schork, adding, "This pigment preparation can be used for colouring acidic, neutral and alkaline cleaning agents." As a result, Pigmosol® is a highly versatile option for colouring water-based formulations, while also boasting outstanding stability properties. It remains stable under all climatic conditions and is suitable for long storage periods of up to ten years. Its high light resistance ensures that the end products' high-quality appearance is preserved for a long time.



### **Pigmosol® in green and blue**

The powdery pigment preparation is available in the following colours:

- Bullet Points Pigmosol® Green 8730
- Pigmosol® Blue 6900

## Our Expert

**Michael Schork** is a trained fabric dyer and began gathering professional experience in the textiles sector back in 1981. After additional commercial training and a degree in Business Economics, Schork has been active in marketing since 1991. In 2004, he moved into marketing and product management for dyes. The technical understanding he gained during his training and the corresponding affinity for colours and fashion help him to this day, he says. At BTC, Schork is responsible for the global marketing of home and personal care colorants. He is enthusiastic about advising customers in their selection of colours, discovering trends and coming contact with different cultures. "Also, I constantly come into contact with the product in everyday life," says Schork – for example when he buys a shower gel in the supermarket which contains a dye made by BASF.



You can find additional information about Pigmosol® and contact your local BTC partner directly using the [Solution Finder](#).