

Expertise Plus Information

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Soaps with a colourful statement – thanks to Puricolor®

Today, soaps are sold in all imaginable sizes, shapes and colours: from seashell to sea star; from bright yellow to purple. Soaps are also part of interior decoration, and their colour should blend in with the colour of the towels or the shower curtain. “The colour of a piece of soap always carries a message,” says Michael Schork, Global Marketing Manager Home and Personal Care Colorants. That makes it even more important to use high-quality dyes and pigments in your soaps.

Stable at high alkaline concentrations

That is exactly what the Puricolor® series offers: the extremely strong colours are very durable and, above all, highly stable even at high alkaline concentrations. The synthetic Puricolor® dyes are the ideal choice for all those looking for radiant colours. “Pigments are better suited for darker colours, while dyes are better for radiant colours. Both can be mixed to produce excellent results,” says Schork, emphasizing the expertise of the respective BTC contact partners: “We have a great deal of know-how for a wide variety of colour formulations.”



Customised shades

A shade of colour should always follow the colour scheme used in the rest of the product. Colour and scent form an important combination, particularly since soap nowadays also stands for wellness, beauty and a sense of fashion. “Everything must match perfectly if you want to be unique and stand out among all the other products on the store shelf,” explains Schork. The Puricolor® series offers various benefits. Customised shades are possible thanks to the wide range of colours. “It goes without saying that all manufacturers must take local rules and regulations into account,” adds Schork.

Additional information

Pigments and colours at a glance:

- Puricolor® Green SGR7 FDA
- Puricolor® Yellow AYE23 FDA
- Puricolor® Yellow FYE3 FDA
- Puricolor® Orange AOR7 FDA
- Puricolor® Red FRE1 FDA
- Puricolor® Red ARE33 FDA
- Puricolor® Yellow PYE42 FDA

- Puricolor® Blue PBL29 FDA
- Puricolor® Blue PBL15-L
- Puricolor® Blue PBL15:3
- Puricolor® Green PGR7-L NEW
- Puricolor® Green PGR7
- Puricolor® Red PRE5-L NEW
- Puricolor® Yellow PYE1-L NEW
- Puricolor® Black PBLK7-L

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, Mr. 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, Mr. 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 Mr. Schork – for example when he buys a shower gel in the supermarket which contains a dye made by BASF.



You can find additional information on products of the Puricolor® series that are particularly suited for soaps and contact your local BTC partner directly using the [Solution Finder](#).

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