

Expertise Plus Information

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Versatile violet: Puricolor Violet PVI23-L supplements the colour palette

As fresh as spring and as intense as a field of lavender: violet is an inspiring trend colour. With the new Puricolor Violet PVI23-L, you can give your products a versatile splash of colour.

Creative, original and extraordinary: depending on the nuance, violet can be anything from fresh to mystical. This versatility leaves a lasting impression on customers and generates high demand for violet products. Our successful colourants, Iragon Violet AVI54 HFC and Iragon Violet AVI48 HFC have now been joined by a new nuance: Puricolor Violet PVI23-L.



Versatile use in home and personal care

The newly developed Puricolor Violet PVI23-L is a liquid pigment with a broad range of applications. In contrast to the violet colourants in the Iragon range, it can be used for both home and personal care products. "Whether you want violet to colour a fabric softener or a shampoo, with Puricolor Violet PVI23-L, the only limit is your imagination," says Gisela Herzog, Marketing & Sales Manager Europe for Colorants Home and Personal Care at BTC Europe GmbH, of the product innovation.

The advantages of Puricolor Violet PVI23-L at a glance

- Versatile use in home and personal care products
- Liquid form
- Easy handling
- Broad pH spectrum
- Further nuance of trend colour violet

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 colourants. 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 dishwashing detergent in the supermarket which contains a dye made by BASF.

You can find additional information about Puricolor Violet PVI23-L the corresponding One Pagers in the [Download Centre](#). You can also contact your local BTC partner directly using the [Solution Finder](#).