

## Enabling Choices @ SEPAWA 2015

### Solutions for more sustainable washing and cleaning

At the **62<sup>nd</sup> SEPAWA Congress in Fulda**, BASF will present its latest solutions for Home Care and I&I, which enable choices for successfully meeting today's and tomorrow's market needs and changing regulatory conditions. This year, the focus is on solutions that contribute to sustainable development by saving resources, providing eco-friendly alternatives, or fulfilling the criteria of the EU Ecolabel.

Visit us at booth 250–252!

#### Brilliant colors make the difference – improved performance and claim support for color detergents:

Color detergents ensure that new clothes look new for longer and help keep colors vibrant. Dye transfer inhibitors (DTI), like **Sokalan<sup>®</sup> HP 56** and **Sokalan<sup>®</sup> HP 66** types, are important ingredients as they prevent staining by bleeding dyes. It will be shown how they enable color maintenance of textiles and the benefits on an extended dyes sets.

**Oct. 15, 2015, 11:00–11:15 a.m., Forum for Innovations, Hall 2**



#### Scale dissolution with Trilon<sup>®</sup> M – consumer relevance:

BASF will present the high-performance phosphate alternative, **Trilon<sup>®</sup> M**, for automatic dishwashing detergents. It will be shown how **Trilon<sup>®</sup> M** not only prevents scale, but also how it dissolves already-formed scale to fulfill the consumer's need for sparkling glasses and dishes.

**Oct. 15, 2015, 4:15–4:30 p.m., Forum for Innovations, Hall 2**

**Or meet us at:**

Use of Interfacial Phenomena for Prediction of Foaming and Cleaning in Hand Dishwash Applications:

**Oct. 14, 2015, 4:15–4:45 p.m., Main Auditorium**

EU Ecolabel for I&I All-purpose Cleaners and Manual Dishwash Detergents:

**Oct 16, 2015, 10:15–10.30 a.m., Forum for Innovations, Hall 2**



You can find additional information and contact your local BTC contact partner directly using the Solution Finder at [www.btc-europe.com](http://www.btc-europe.com).

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