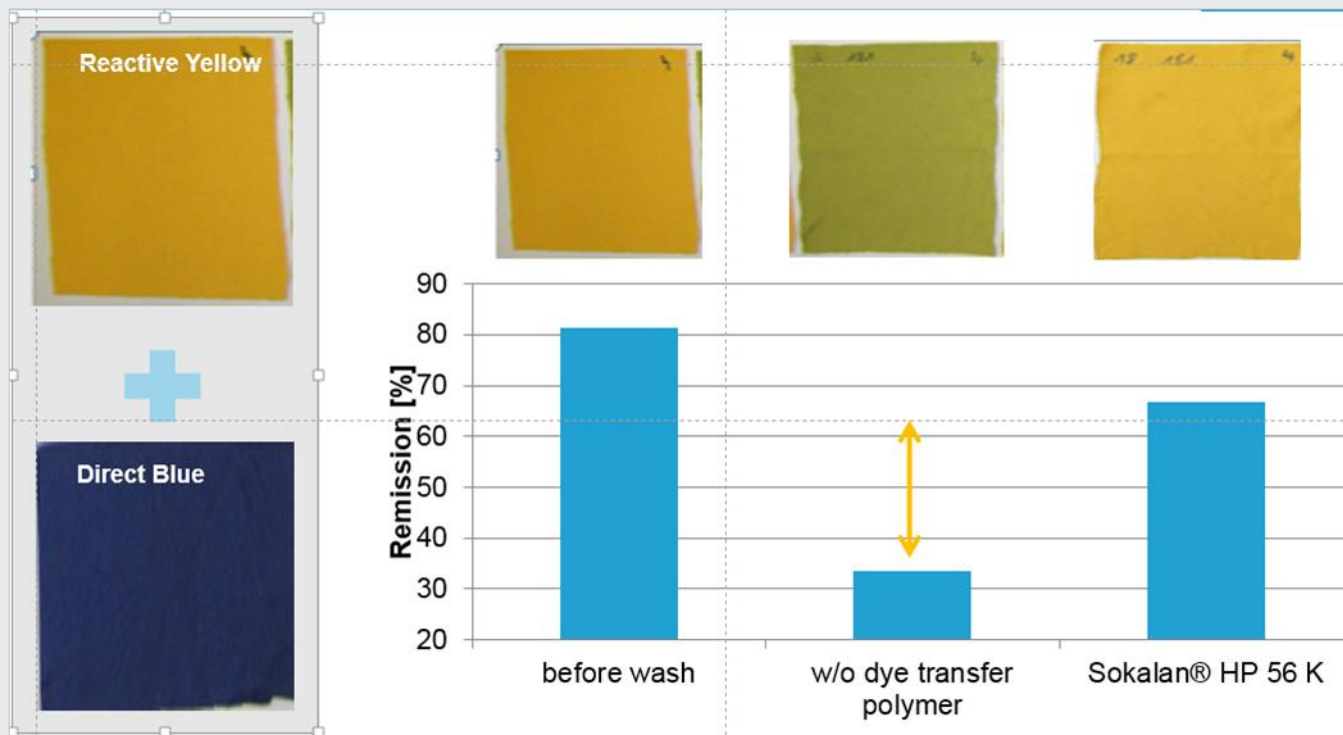


## Color Care in Liquid Detergents - Keeping colors bright

Modern life would be unimaginable without color detergents. Frequent wear and washing cause textile colors to lose their initial brilliance and fade. Color detergents ensure that clothes look new for longer and help to keep their colors vibrant.

The effects of the special polymer, Sokalan® HP 56K, support your **Color Care claims** contributing significantly to the development of high-performance color detergents.

### Yellow stays Yellow!



Performance test mixing blue and yellow textiles washed with Color Liquid Detergent (30% WAS) including 0.7% Sokalan® HP 56K (telquel).

The advantages of the BASF special polymer, **Sokalan® HP 56K**, for liquid laundry detergents are:

- Excellent Dye Transfer Inhibition (DTI) due to unique chemistry
- Efficient for a broad range of **direct and reactive dyes** at low amounts (0.2 % a.m.)
- Easy to handle in all kind of liquid detergents due to liquid product form
- Easy to formulate even in super concentrated detergents (liquid tabs)

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).

Would you like to get regularly informations like this and many more from the world of BTC's speciality chemicals for your industry? Under [www.btc-europe.com/newsletter](http://www.btc-europe.com/newsletter) you can subscribe to our Expertise Plus Newsletter specifically for your industry.