

Discover Value NON-STAINING SOLUTIONS FOR DETERGENT

Clariant continues to maximize the opportunities in detergent business in India. This story highlights BU Pigments dedicated effort to explore the laundering transition within India by providing solutions tailored for varied brands.



Laundry detergents has commoditized over the years. Laundering with hand instead of a washing machine still remains the most prevalent mode of wash in India, with the products accounting for a 74% share of laundry-care sales. A leading detergent bar brand partnered with Clariant to replace polymeric dyes by offering a localized product solution **Sanolin™ Blue AS NBL liq IN**. This helps the customers to have a cost efficient product that is locally produced.

This product is manufactured at our Roha site in Maharashtra.

WHAT DOES OUR PRODUCT DO?

Our customer has integrated “**Sanolin™ Blue AS NBL Liq IN**” replacing the polymer dye along with pigment dispersions in their newest batches of production. Our application development ensures safe and compliant solutions as per IS 4707 and is cost effective without compromising on existing shade. An extensive array of trials were conducted to test the color matching application properties of the final product. The commercial manufacturing commenced from January 2018.

HOW DOES OUR PRODUCT OFFER AN INNOVATIVE EDGE?

Interestingly, Clariant’s single solution: **Sanolin™ Blue AS NBL liq IN** is based on water soluble dyes. These have a non-staining effect, thus leaving the fabric brighter and whiter. Additionally, Clariant offers transparency to its customers by providing the IS ranking. With this product, BU Pigments in India provides a cost beneficial and locally developed solution by enhancing its existing product range.

IS OUR PRODUCT PROMISING A SUSTAINABLE ADVANTAGE?

The “**Sanolin™ Blue AS NBL liq IN**” is based on water soluble dyes. Most importantly, our product is positively listed in Bureau of Indian Standard (IS 4707 part 1).