



# CLARIANT

## Discover Value WHITENING SOLUTION FOR DETERGENTS



BU Pigments developed a special range of **Duasyne** dyes for Ghari detergent.

Laundry detergents – an essential item in every household have undergone commoditization over the years. For this sector, Clariant has developed a unique solution to offer whiter, brighter clothes after the very first wash for the brand - Ghari Detergent.

### WHAT DOES OUR PRODUCT DO?

For an Indian consumer, the major decision-making factor behind choosing a detergent is invariably the ‘improved whiteness or brightness’ (for colored fabrics) offered by brands. Such detergents also need to be effective yet gentle against dirt or grime deposition on clothes, a typical phenomenon in Indian conditions. Our dyes offer these functional features to detergents.

### HOW DOES OUR PRODUCT OFFER AN INNOVATIVE EDGE?

Our product is versatile - it can be used across all fabric types like cotton, polyester, viscose and even their blends. It can be customized to be incorporated in detergent bars, powders or the liquid segment. This makes it possible to partner with a large number of brands and yet offer tailored products.

### IS OUR PRODUCT PROMISING A SUSTAINABLE ADVANTAGE?

Our product helps save water as it eliminates an additional step of adding liquid blue to impart whiteness or brightness to the fabric. Even repeated washes, using detergents that contain our product, do not cause discoloration or dullness of fabrics. Also, our strong arm of Product Stewardship ensures compliance with the environment friendliness of the dyes.



what is precious to you?