

Press release

Home care additive PURABYK-P 5540 for soft clothes without separate softener

Wesel, February 24, 2022 – BYK has launched a new additive portfolio for **home care** applications. The so-called PURABYK additives offer innovative solutions for detergents and cleaning agents as well as a wide range of additives for care purposes. Amongst other features, the BYK additives optimize the rheology configuration of cleaners and detergents, protect surfaces, regulate foam formation, support wetting and dispersing, and much more besides.

Soft clothes without a separate softener

As a rule, detergents use anionic surfactants. The brand-new PURABYK®-P 5540 has a remarkable fabric softening effect, for which bentonite clays (phyllosilicates) are well known, especially on cotton and wool. Bentonite is anionic and is therefore compatible with anionic surfactants and other detergent components. Conventional organic fabric softeners are products that have to be used in a separate phase of the wash cycle since, as cationic surfactants, they react adversely with the detergent. PURABYK-P 5540 can therefore be deployed, as it were, as an integrated softener in the washing process. The use of a separate fabric softener in the wash cycle is no longer necessary.

Benefits for consumers at a glance

- No separate fabric softener required
- Positive ecological balance on account of natural, mineral-based softener
- A clear reduction in the graying of textiles
- The laundry is easier to iron, thereby increasing its wearing comfort
- Sweat absorption

Benefits for manufacturers of detergents

- Minimal thickening effect (important for liquid detergents)
- Natural raw material, pure bentonite mineral
- Good radiance, minimal textile graying
- Cost-efficient
- No separate fabric softener required
- Better fabric wearing comfort

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Press release

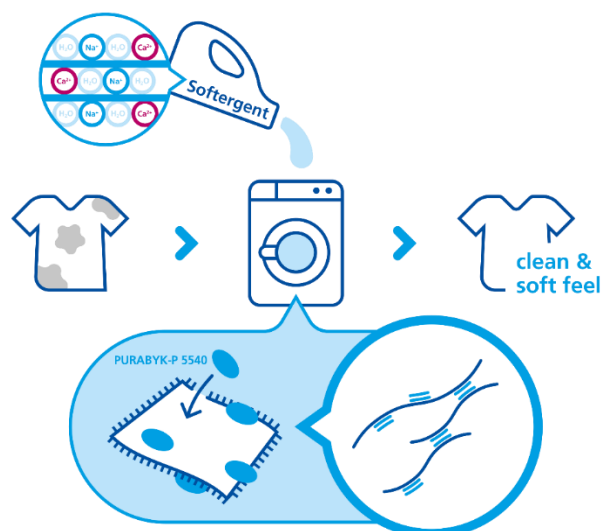


Illustration: Simplified presentation of a wash cycle with a softener. PURABYK-P 5540 prevents fabric fibers from clogging, making them softer to the touch.

Discover more about our PURABYK-P 5540 product [here](#).

PURABYK additives are used in aqueous and solvent-based cleaners and care products such as polishes, cleaning agents, detergents, and fabric softeners, both in the home and in the commercial sector. In the body care sector, the special effect of PURABYK additives unfolds in shampoos, facial masks, antiperspirants, nail varnish, and creams.

You will find many more additive solutions for **home care** applications at <https://www.byk.com/en/markets/household-industrial-and-institutional-applications>

BYK is a leading global supplier of specialty chemicals. The company's innovative additives and differentiated solutions optimize product and material properties as well as production and application processes. Amongst other things, BYK additives improve scratch resistance and surface gloss, the mechanical strength or flow behavior of materials, and properties such as UV- and light stability or flame retardancy. In the field of quality assurance, BYK's measuring and testing instruments serve to effectively assess appearance and physical properties.

The company's customers include manufacturers of coatings and printing inks, plastics, adhesives and sealants, as well as cleaners, floor coatings, and lubricants. BYK additives are also successfully used in the construction chemistry, oil and gas, and foundry industries.

BYK has a global network of subsidiaries and operates production sites in Germany (Wesel, Kempen, Moosburg, Schkopau), the Netherlands (Deventer, Nijverdal), and the UK (Widnes), in the USA (Wallingford, Chester, Gonzales, Louisville, Earth City and Pompano Beach), and in China (Tongling).

The company is part of the ALTANA Group and employs a workforce of more than 2,400 people worldwide.

This press release is also available on the Internet at www.byk.com/press.

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