

Media Release

Clariant to give fabric softeners & cleaners a colorful push at SEPAWA 2018 with new segment-specific vibrant non-staining dyes

- **Launch of new red and yellow supports home care trends for inspiring colors & fragrance/color matching**
- **Extends Clariant's palette of non-staining, ecolabel-compatible liquid colorants - Sanolin[®] Lave Liquid**
- **Get inspired at SEPAWA 2018, Booth A166-168, October 10-12, Berlin, Germany**

Muttenz, October 2, 2018 – Clariant, a world leader in specialty chemicals, will make a colorful splash at SEPAWA 2018 with two new intense red and sunshine yellow non-staining Sanolin Lave Liquid dyes introduced to support the trends for emotive colors and fragrance/color matching in fabric softeners and acidic cleaners.

Sanolin Lave Red A Liquid and Sanolin Lave Yellow S Liquid polymeric colorants are specifically stable in acidic formulations such as liquid softeners and cleaners for bathroom surfaces, fixtures and toilet applications. With industry reports projecting global growth in fabric softeners¹ and in household cleaner markets over the next five years², Clariant's new dyes offer a fresh option for brands to differentiate their products, respond to consumer preferences, and drive growth.

The attractive red and sunny yellow dyes are the latest additions to Clariant's ever-evolving range of brilliant Sanolin Lave Liquid colorants. The dyes are highly-valued for their high tinting strength, outstanding transparency and luminosity, and easy rinseability from skin, fabrics and surfaces. All colorants in the range are suitable for the formulation of ecolabel-certifiable, e.g. EU Ecolabel or Nordic Swan, cleaners and softeners.

Angela Lachmann, Global Key Account & Marketing Manager Consumer Care, Business Unit Pigments at Clariant comments: "To attract today's consumers, home care brands are focused on turning laundry and cleaning chores into convenient, enjoyable experiences. As part of this, they are appealing to the senses. Color is recognized for its emotional associations and the matching fragrance completes the sensual impression given to the product formulations. A citrus yellow scent/color combination builds on the impression of freshness, while the link between red and power can visualize the bacteria-killing properties of the formulation.

¹ Fabric Softeners and Conditioners – Global Strategic Business Report, March 2018 by Global Industry Analysts Inc, accessed on researchandmarkets.com

² Global Household Cleaners Market – Growth Trends and Forecasts (2018-2023) by Mordor Intelligence, accessed on researchandmarkets.com

The new additions to our portfolio help formulators of fabric softeners and acidic cleaners to easily achieve such connotations.”

The full range of Sanolin Lave Liquids will be presented to the Home Care industry at SEPAWA 2018 Booth A166-168, Estrel Conference Centre Berlin, October 10-12, 2018.

For more information visit www.clariant.com/sanolinlaveliquid.



The new non-staining Sanolin Lave Yellow S Liq. and Sanolin Lave Red A Liq. dyes to give fabric softeners and cleaners a colorful push. (Photo: Clariant)

Sanolin® IS A TRADEMARK OF CLARIANT REGISTERED IN MANY COUNTRIES.

GLOBAL TRADE MEDIA RELATIONS

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Clariant is a globally leading specialty chemicals company, based in Muttenz near Basel/Switzerland. On 31 December 2017 the company employed a total workforce of 18 135. In the financial year 2017, Clariant recorded sales of CHF 6.377 billion for its continuing businesses. The company reports in four business areas: Care Chemicals, Catalysis, Natural Resources, and Plastics & Coatings. Clariant's corporate strategy is based on five pillars: focus on innovation through R&D, add value with sustainability, reposition portfolio, intensify growth, and increase profitability.

www.clariant.com/pigments

Clariant's Business Unit Pigments is a leading global provider of organic pigments, pigment preparations and dyes. The vastly diverse portfolio corresponds to the high standards for colors and coatings in industrial, automotive and architectural applications. The business unit also provides solutions for the plastics industry, for special applications in the aluminum, agricultural and consumer goods sector, as well as for traditional printing processes, inkjet printing and toner applications. The Pigments business unit continues to bring new and innovative materials to the market, with a strong emphasis on environmental aspects and sustainability. Employing over 2000 people across the globe, the Business Unit Pigments is part of Clariant's Business Area Plastics and Coatings.

Press release and photography can be downloaded from www.clariant.com or www.PressReleaseFinder.com.