



## **/ MEDIA RELEASE**

### **ARCHROMA CELEBRATES SUCCESSFUL MARKET START WITH WHITENESS SOLUTIONS FOR LAUNDRY AND DETERGENTS IN THE U.S. HOME CARE MARKET**

**Reinach, Switzerland, 20 May 2021** - Archroma, a global leader in specialty chemicals towards sustainable solutions, announces that a successful first year on the U.S. home care market with its whiteness solutions for laundry and detergents.

Archroma acquired in December 2019 the BASF's stilbene-based optical brightening agents (OBA) business for liquid and powder laundry detergent applications. The acquisition included the OBA technology, portfolio and manufacturing unit at Ankleshwar, India.

Since then, Archroma has mobilized its global experts, technologies and know-how, to design a holistic solutions portfolio for household, industrial & institutional cleaning (HI&I) aimed to support detergent manufacturers.

The portfolio now includes solutions for whiteness, coloration, stain removal, fabric softening, as well as sequestering agents and surfactants, which can be used in applications such as multipurpose cleaning powders, detergent powders, dish wash tablets and liquids, laundry liquids and fabric softeners, and hard surface cleaners.

#### **Only a little bit more than one year after launching in the U.S., success is there.**

Archroma used its experience working with manufacturers and brands in the textile industry to enter the US detergent markets for the very first time, and has been able to gain a significant position with most key laundry detergent manufacturers with its solutions for whiteness.

In particular, the company reports special interest from U.S. detergent brands and manufacturers for its Leucophor® 5BMGX, as this optical brightener allows them to achieve high levels of whiteness with a blueish undertone. The product is also highly soluble in water and stable in oxidative environment.

Bryan Dill, Head of Sales, North America, at Archroma, comments: "We are extremely proud of our progress with our whiteness solutions for laundry and detergents in North America. Of course, such success is built upon Archroma's decades of OBA expertise in many other applications like textile and paper, but we couldn't have done that without the trust of the major detergent brands who selected our product performance and our know-how."

Please visit [www.archroma.com/markets/home-care](http://www.archroma.com/markets/home-care) and [www.archroma.com/solutions/whiteness-brightness-home-care](http://www.archroma.com/solutions/whiteness-brightness-home-care) for more information.



Archroma celebrates successful market start with whiteness solutions for laundry and detergents in the U.S. home care market. (Photo: Archroma)

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## **/ About Archroma**

Archroma is a global, diversified provider of specialty chemicals serving the branded and performance textiles, packaging and paper, and coatings, adhesives and sealants markets. Headquartered in Reinach, Switzerland, Archroma operates in over 100 countries, with 3,000 employees located in 35 countries and 26 production sites.

Archroma is passionate about delivering leading and innovative solutions, enhancing people's lives and respecting the planet. The company is committed to the principles of "The Archroma Way to a Sustainable World: Safe, Efficient, Enhanced. It's our nature!"; an approach reflected in its innovations, world-class quality standards, high service levels and cost-efficiency.

[www.archroma.com](http://www.archroma.com).

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