

News Release

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1-0 against stains – BASF solutions get laundry clean at low temperatures

- Solutions for concentrated, resource-saving product formats
- BASF enzyme Lavergy® Pro 104 L promises to get laundry clean at just 20 °C

Ludwigshafen, Germany – June 19, 2018 – It's kick off for a soccer match but there's a stain on your child's shirt? BASF ingredients in liquid detergents help to remove stubborn stains like grass, milk, egg and blood. They also facilitate energy-saving low temperature washing and the use of convenient single doses.

In many households, "more is better" still applies when it comes to doing the laundry. Not just the amount of detergent people use, which tends to be too much. End users are still clinging to the belief that only high temperature washing gets their laundry nice and clean. But reducing washing temperature from 40 °C to 30 °C is enough to lower electricity consumption by 40 percent.

Lavergy® Pro 104 L – an enzyme for low temperature washing

Lavergy® Pro 104 L is a high-performance protease with the power to remove stubborn stains like grass, milk, egg and blood at low temperatures. Washing temperature can even be lowered to 20 °C without any loss of efficiency in laundry. Combining the enzyme with other BASF detergent ingredients such as the Sokalan® HP 20 high-performance polymer boosts laundry performance even more.

Single-dose detergent pods are the latest trend

Sokalan® HP 20 enables a significant reduction in anionic surfactant use. This optimization frees up space for functional ingredients and supports the trend for single-dose liquid detergent packs, allowing detergent manufacturers to support their single-dose products with additional advertising messages. There are also benefits for end users: Handy little laundry detergent pods combine high laundry performance with convenient and precise dosing. Overdosing and the associated unnecessary environmental pollution are a thing of the past.

“We offer our customers efficient, practical and sustainable solutions to meet current and future market requirements,” comments Soeren Hildebrandt, Senior Vice President, Home Care, I&I and Industrial Solutions Europe at BASF. “At the same time, our ingredients enable optimal laundry results at low temperatures. They preserve fibers and colors, meet needs for highly concentrated product formats, easy handling and conservation of resources such as water and energy.” 1-0 against stains, even at low temperatures – and a win-win for all!

[For more information take a look at our video.](#)

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About the Care Chemicals division at BASF

The BASF division Care Chemicals offers a broad range of ingredients for personal care, hygiene, home care, industrial & institutional cleaning, and technical applications. We are the global leading supplier for the cosmetics industry as well as the detergents and cleaners industry, and support our customers with innovative and sustainable products, solutions and concepts. The division's high-performance product portfolio includes surfactants, emulsifiers, polymers, emollients, chelating agents, cosmetic active ingredients and UV filters. Superabsorbent polymers developed for the full spectrum of hygiene applications complete the range. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available online at www.care-chemicals.basf.com.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products,

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