

Next Gen Builder for Detergents



Excel Industries Ltd.

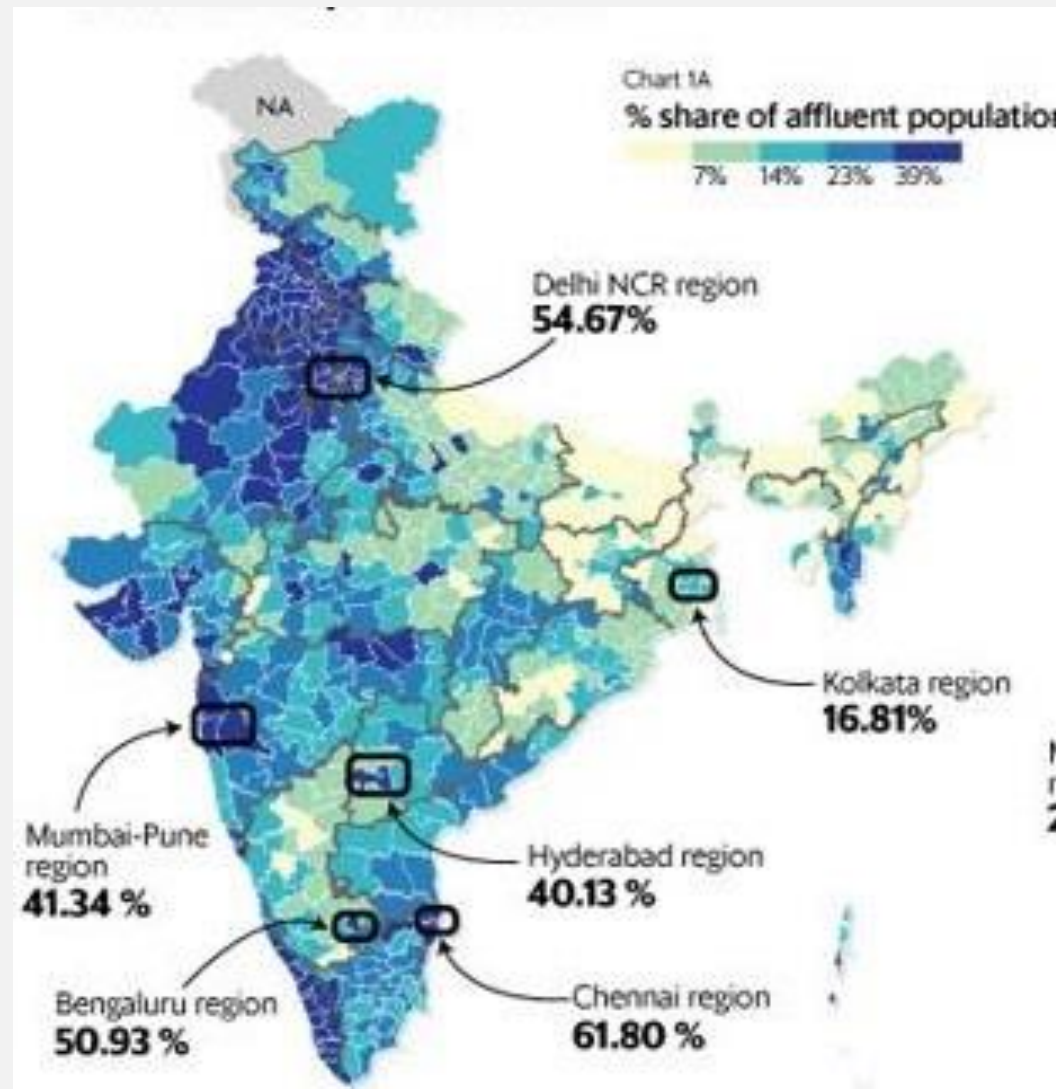
Excel Industries Ltd :

Established by Mr. C. C. Shroff in 1941, Excel group is:

- ❖ **India's Leading Manufacturer and Exporter of Agro, Fine and Industrial Chemicals**
- ❖ **Pioneer in Phosphorus, Phosphorus based Inorganic Chemicals, Organo-Phosphorus Products, Thionylchloride, Oxalylchloride, Bromine and Derivatives.**
- ❖ **Initiator in development of Biotechnology for Urban Waste Management -for soil enrichment .**
- ❖ **Global Sales and Marketing network. Group Sales worth USD 210 million.**
- ❖ **Group with 2000 employees /7 manufacturing sites in India**



Power Centers of purchase



Brief :

- ❖ **Detergents primarily comprise of surfactants, Builders, performance enhancers and fillers.**
- ❖ **It is advisable to incorporate combination of surfactants to enhance the performance and cost benefit .**
- ❖ **Builders of precipitative and chelation type are necessary for a complete performance.**
- ❖ **Fillers are subject to choice of formulation with cost and physical appearance requirements**

Builder:

- ❖ **Builder has to control water hardness , buffer pH , Enhance Detergency , Prevent soil flocculation , stabilize bleach , retention of perfume , should be ecofriendly .**
- ❖ **Multiple types of builders are used and can be classified as under .**
 - Soda Ash/silicate provides pH buffer and acts as precipitative builder .
 - STPP/Zeolite are chelating type inorganic builders
 - Organic Chelating agents act as Inhibition type organic builders

DETCEL-DS-11

- ❖ **An Inhibitor type builder that is able to control hardness at all the hardness levels of water.**
- ❖ **Enhances Detergency by 25% to 30%**
- ❖ **In synergy with polymers (25% to 50% dosage of DETCEL-DS-11) it is able to offer good Anti Redeposition performance .**
- ❖ **In-house laboratory evaluations have demonstrated that 1Kg DETCEL-DS-11 can offer performance equivalent of 8 Kgs of STPP .**

DETCEL-DS-11:

- ❖ **Controls water hardness and other ingredients interfering with surfactant action .**
- ❖ **This permits the surfactants to perform at levels near its true Critical Micelle Concentration .**
- ❖ **Concentration of DETCEL-DS-11 between 0.5% to 1% in Powder detergent and 0.25% in Liquid detergent can achieve desired objective .**
- ❖ **This low dosage of builder is the need for a liquid compact detergent .**

DETCEL-DS-11:

- ❖ **Dosage of DETCEL-DS-11 depends on the insolubles added in the detergent formulation (typical Indian scenario.).**
- ❖ **In compact detergents , appropriate dose should ensure about 20 mg of DETCEL-DS-11 per liter of water while washing .**
- ❖ **In clear Liquid detergents , DETCEL-DS-11 requirement reduces to half of this dose . (10 mg per liter of water while washing)**
- ❖ **We have studied behavior of DETCEL-DS-11 in Ariel types of Pods where builder is encapsulated in a separate section .**

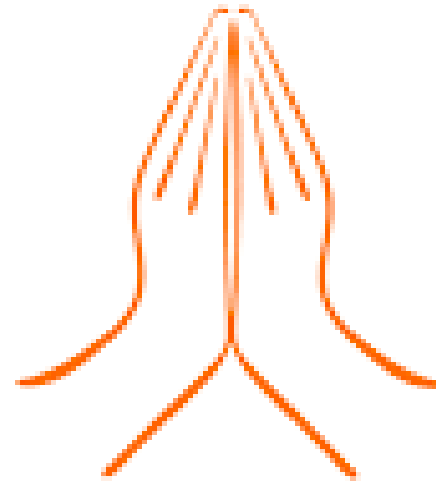
DETCEL-DS-11 :

- ❖ **In-house studies have demonstrated Detergency enhancement , Better ARD performance and stain removal on normal stains at half the dosage of active builders currently used in such Pods .**
- ❖ **It is possible to offer DETCEL-DS-11 in concentrated form.**



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Thank You