

Extreme Whiteness

WHITENESS RETENTION

Extreme Whiteness

We all love our white clothes when they are new. However, after a few washes, the bright white seems to disappear, and clothes start turning grey or yellow. Thanks to TANATEX's Extreme Whiteness concept, your whites stay white and look like new!

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BEST DEGREE OF WHITENESS

At first we do not notice the change in our white clothes. It is only when we compare our shirts with new shirts, that we notice a change in colour. Consumers, when buying for example luxurious lingerie or expensive sportswear, expect to get the best quality and a long-lasting effect. With Extreme Whiteness concept, TANATEX ensures the best degree of whiteness and whiteness retention on the produced fabric. Its profound programme from pre-treatment to post-treatment results in consistent, reproducible whites, specifically for fabrics containing high contents of elastane fibres, such as Lycra®, Creora®, and Dorlastan®.

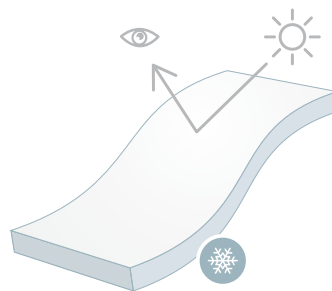
LONG-LASTING EFFECT

To guarantee a high quality and extreme white end result, this unique concept offers solutions during all phases in the production process. Pre-treatment with a special optical brightening agent ensures high standards of (wet) lightfastness and fastness to chlorinated water. An innovative auxiliary prevents problems related to yellowing, caused by antioxidants and stabilizers present in for example packaging materials, even during storage. It ensures high reproducibility and a constant quality of the end product. The result? Extreme whites that last!

PRODUCTS

Extreme Whiteness concept consists of clay-based scouring agents and special auxiliaries to prevent yellowing of polyamide and optical brightening agents.

HOW DOES IT WORK



Let white reflect the light and create a shiny bright white durable appearance.

ABOUT TANATEX

TANATEX Chemicals develops innovative textile processing solutions, ranging from pre-treatment to finishing. The state-of-the-art products are based on trends and demands in today's (technical) textiles and carpet processing industry. Through a worldwide network of offices, agencies and distributors, TANATEX Chemicals supplies its global customers with quality wet processing products and provides a high level of technical service. For over 50 years, the company has proven to be a reliable partner in solving its customers' challenges providing them with competitive advantages and fit-for-purpose chemical solutions.

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TANATEX Chemicals B.V.
Einsteinstraat 11, P.O. Box 46
6710 BA Ede, Netherlands

Tel.: +31 (0)318 67 09 11
Fax: +31 (0)318 63 02 36
info@tanatexchemicals.com

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