

PRESS RELEASE

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SENSENE modified alcohol – the new solvent from Dow and SAFECHEM for textile cleaning

First-class cleaned textiles, a smarter and sustainable cleaning process

Dusseldorf, August 2016 – **With SENSENE, Dow and SAFECHEM presented an innovation based on modified alcohol for high-quality textile cleaning at this year's Texcare. The new solvent convinces all senses with its excellent cleaning performance, a pleasant smell and a great touch of the textiles, while cleaning in a gentle way. In terms of the environment and business sense, SENSENE sets new standards with both its formulation and with time and cost benefits.**

Today the high-quality chemical cleaning of textiles requires environmentally sound solutions, which on the one hand offer excellent cleaning and stain dissolving power whilst at the same time enabling gentle treatment of a variety of fabrics and fibres. On the other hand, the cleaning process should be reliable, stable and economical, and be able to fulfil the customer's high demands in terms of cleanliness, a fresh smell and a pleasant touch. These were also the key criteria when the new solvent SENSENE was being developed by The Dow Chemical Company (Dow) and SAFECHEM Europe GmbH.

The new solvent is based on an inherently biodegradable modified alcohol, which has a low aquatic toxicity. So SENSENE stands for the environmentally responsible cleaning of textiles.

Extraordinary cleaning performance with textile care

With its special formulation the solvent is able to dissolve and remove both oil and water-based contaminations. SENSENE therefore has a cleaning performance that not only matches the best values of established and alternative solvents, but even significantly outperforms them in some cases. This also applies to the stain dissolving power characteristic for the new solvent. Many substances can be removed easily by SENSENE during the machine cleaning process, while other solvent cleaning technologies involve manual treatment using a pre- or post-spotting agent, requiring a great deal of effort and cost. "Initially I was very sceptical about whether modified alcohols would work in textile cleaning. But the results of the extensive cleaning trials have convinced me. The new formulation could be a breakthrough for modified alcohols in textile cleaning," explains Dr Manfred Huppertz, industry expert and former head of Research and Development at BÜFA.

This also confirms a recent research by the French institute CTTN IREN, in which SENSENE was compared with perchlorethylene (PER) and hydrocarbon solvents. The study published on 24 May, 2016, concludes that the textile cleaning process using SENSENE shows an excellent cleaning performance. The cleaning results are rated as generally better in comparison with PER and hydrocarbon processes. Despite the extraordinary cleaning power, the treatment of the textiles is gentle and protective. The solvent can therefore be used for a variety of fabrics and materials – even for delicate garments, while supporting the colour stability and colour brilliance of the fabric. Trials according to the EN ISO 105-A05 tests for colour fastness show a very good results. In addition, the cleaned clothing has a fresh, clean smell and a pleasant touch.

Easier and more efficient cleaning process with reduced finishing efforts

Further benefits of the excellent cleaning performance are shortened processing times and the low wrinkling of the textiles, which leads to time and cost savings. As the textiles come out of the machines with considerably fewer creases and crumples, the finishing effort is reduced – they can be ironed and shaped more easily and quickly. The shorter cleaning cycles and faster drying also result in energy savings and reduced cooling water consumption.

Long usage without odour development thanks to high solvent stability

SENSENE modified alcohol can be distilled very well. The stable formulation also keeps the cleaning machine clean, as it minimises the accumulation of bacteria and therefore unpleasant odours. Tests have shown that even after cleaning textiles soiled with vomit, no unpleasant odour of the clothing or solvent could be detected. This is just one of the many comprehensive trials that have been carried out with SENSENE during the three-year development and testing phase. Right at the beginning SAFECHEM closely cooperated with iLSA S.p.a who contributed with its machine technology know-how. Customer field trials confirmed the excellent cleaning results.

SENSENE can be used in multi-solvent machines after set up for the new solvent. SAFECHEM works with the leading machine manufacturers and will approve SENSENE for various machine types. The conversion to the new solvent should only be carried out in close collaboration with the equipment manufacturer or an experienced customer service engineer.

For more information please visit www.sensene.com and www.safechem-europe.com.

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Captions:



Dirt and stains such as sugar beet syrup, mustard, soy sauce, pumpkin seed oil, mayonnaise, ketchup, olive oil, grass and road dirt can be removed to almost 100% using SENSENE **without any additives**.



SENSENE is the new solvent based on modified alcohol from Dow and SAFECHEM



The new solvent SENSENE was introduced by Dow and SAFECHEM for the first time on texcare show in Frankfurt, Germany.



In parallel to texcare show in Frankfurt, SAFECHEM offered SENSENE experience sessions in which visitors could test the new solvent with their own garments.

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About SAFECEM

SAFECEM Europe GmbH was founded in 1992 and is a wholly owned subsidiary of The Dow Chemical Company. SAFECEM is an experienced provider of services and solutions related to the safe and sustainable use of solvents in dry cleaning and surface cleaning. This includes the closed-loop SAFE-TAINER™ system for the safe and emission-free supply and take-back of solvents. SAFECEM is committed to the principles of Responsible Care® and Product Stewardship and develops new business models and services like COMPLEASE™ Chemical Leasing to optimise the balance between ecology, economy and social responsibility. With offices in Düsseldorf and Paris, SAFECEM serves in close cooperation with a network of responsible distributors over 8,000 customers world-wide. Expert know-how around the entire cleaning process is offered by SAFECEM via the CHEMAWARE™ Knowledge Services. www.safechem-europe.com, www.chemaware.org.