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PREFERENZ™ PREFERRED STAIN REMOVAL TECHNOLOGY FOR LAUNDRY

By the Fabric & Household Care team at DuPont Industrial Biosciences

With consumers leading such busy lives, there is an increasing demand for products that save time and effort – but don't impact the environment. People desire detergents that provide a great first-time clean, without the need for pre-soaking or treating. Our PREFERENZ™ products rise to this challenge by providing outstanding stain-busting performance, no matter what the machine settings.

As food manufacturers continue to develop healthier and more convenient products containing less fat, thickening agents - and other ingredients - are being used as a replacement, resulting in more diverse stains on the clothes of consumers.

Changing trends like this means today's detergents need to be able to cope with the

demand for varied and robust stain removal. Using premium enzyme technology, the products within our PREFERENZ™ category are proven to provide enhanced stain removal, whilst still keeping cleaning time to a minimum. Suitable for use in tablet, liquid, powder and gel formats, detergent manufacturers are able to select the ideal product from our PREFERENZ™ range for their formulation. This way, they can ensure their detergents make a difference to consumers, by giving them maximum stain removal with minimum effort.

Whether we partner with test institutes, or conduct our own research, we always ensure that our PREFERENZ™ products meet the demands of real life. Our methodology includes testing different stains at a range of temperatures, under various conditions that represent washing conditions in different regions.



"As the pace of modern living increases and more consumers find themselves leading a "Hyperlif", anything that can help save time is in high demand."

Discover more about consumer trends at fhc.biosciences.dupont.com/consumer-trends

CONSUMER TRENDS RESPONDING DIRECTLY TO REAL-WORLD NEEDS

We put the consumer's needs at the heart of our innovation and collaboration

By conducting in-depth studies of the market and consumers, we discovered that there is a strong need for removal of tough stains, and an increasing desire for time saving solutions.

For example, in China, the most common problem with laundry detergents is the lack of performance on tough stains.

Figure 1



Taken from DuPont 2012 Chinese Consumer Laundry Study

In India, washing machine manufacturers have been developing machines with shorter washing cycles as a means to limit water consumption.

However, Indian consumers remain unconcerned about these environmental factors. The key reason for them opting for shorter wash cycles has been convenience and time saving.

Figure 2



Consumers only choose short washing cycles to save time and effort.

Taken from DuPont 2013 Indian Consumer Laundry Study

WHAT'S NEXT?

To find out more about PREFERENZ™, and to see individual products within this family, visit fhc.biosciences.dupont.com/preferenz

Figure 3: Product performance example

PREFERENZ™ S 1000 PERFORMANCE ON RICE STARCH

