

## Cosmo Speciality Chemicals Launches Superwash POL for the Textile Industry

### A Dye Transfer Inhibiting (DTI) Agent for After-Dyeing Wash

**New Delhi, XX August, 2021:** Cosmo Speciality Chemicals, a 100% subsidiary of Cosmo Films Ltd., has launched Superwash POL – a dye transfer inhibitor to prevent bleeding and staining – for the textile industry. The special formulated agent provides an amphiphilic character with polar groups and hydrophilic properties with un-polar groups preventing the dye bleeding and redeposition on white or differently colored textiles.

Compatible with anionic surfactants, Superwash POL improves wet fastness properties like wash and rubbing of dyed/printed goods. Effective in hard water and suitable for a wide range of pH, the innovative washing off agent also helps with avoiding tinting of ground printed goods.

Talking about the new product, **Mr. Anil Gaikwad, Business Head, Cosmo Speciality Chemicals** said, *"With an aim to continue bringing innovative products for the textile industry to deliver new solutions, we are launching Superwash POL. Because of its amphiphilic character it helps avoid tinting of the ground of printed goods while offering an excellent cost / benefit ratio. It is indeed the most effective dye transfer inhibitors for liquid laundry."*

*"Cosmo believes in being specialised and niche in its offerings. Therefore innovation is promoted as one of the most important values, driven by the consumer needs and backed by strong tech infrastructure"* added **Mr. Pankaj Poddar, Chairman & CEO, Cosmo Speciality Chemicals.**

Effective in different shades of dye, Superwash POL works for cotton polyester blends and requires a very less amount to perform in comparison to the competition. 0.5-1.0% dose for exhaust application and 1-4gpl for continuous application are the recommended dosages of this DTI agent from Cosmo Speciality Chemicals.

#### About Cosmo Speciality Chemicals

Cosmo Speciality Chemicals is a 100% subsidiary of Cosmo Films Ltd with strong research capabilities to provide best and the most competitive products through innovations based on sustainable science to its customers. The Company is into specialty polymers & textile chemicals and has now launched 'Fabritizer' to safeguard consumers from the various viruses, bacteria and fungi.

#### About Cosmo Films Limited



Established in 1981 and founded by Mr. Ashok Jaipuria, Cosmo Films today is a global leader in specialty films for packaging, lamination, labeling and synthetic paper. Cosmo Films over the years has been partnering with worlds' leading F&B and personal care brands and packaging & printing converters to enhance the end consumer experience. Its customer base is spread in more than 100 countries with sales & manufacturing units in India and Korea and additionally sales & distribution base in Japan, USA, Canada and Europe.

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