

## PRESS RELEASE

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### **SMART WASH – sustainable performance that delivers visible results**

The innovative washing process **SMART WASH** represents a modern, high-performance, and environmentally conscious approach to textile care. The targeted combination of the products **BEIPLEX GREEN, BEICLEAN ECO, BEIPUR ANP, BEIBLEACH WP 35, and BEIACID CIT** creates a holistic, sustainable washing and bleaching concept.

A central component of the process is the use of readily biodegradable and phosphonate-free components that are specifically tailored to work together. **BEIPLEX GREEN** acts as a sustainable complexing agent and stabilizer for alkaline peroxide bleaching and ensures high process reliability. Thanks to its innovative formulation, it delivers outstanding stabilizing and dispersing effects, ensuring stable bleaching processes and consistently high wash quality. Its excellent complexing ability with respect to hardeners, alkaline earth, and heavy metal ions reliably protects the process and ensures optimal stain removal – even under demanding conditions.

A particular highlight – and our clear USP compared to the competition – is the integrated graying inhibitor based on CMC (carboxymethyl cellulose). This powerful “dirt-trapping system” binds dissolved dirt particles in the wash water and prevents them from redepositing on fabrics. As a result, the laundry remains brilliantly white, without the typical grayish haze that can occur with many competitor products despite the use of bleach.

Thanks to its gentle action, **SMART WASH** significantly reduces fiber damage and extends the lifespan of textiles a tangible contribution to resource conservation, waste reduction, and sustainable laundry cycles.

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**BEICLEAN ECO** and **BEIPUR ANP** form the basis for effective, resource-efficient washing performance while ensuring high material and color compatibility. Oxidative bleaching is efficiently supported by **BEIBLEACH WP 35**, while **BEIACID CIT**, as an organic acid, contributes to pH neutralization and ecologically rounds out the overall process.

SMART WASH thus enables a significant reduction in critical ingredients, supports environmental requirements, and meets the highest standards for washing and bleaching efficiency. The process combines sustainability, performance, and process stability into a future-oriented solution for industrial textile care.

### **About the CHT Group**

The CHT Group is a globally active foundation-owned specialty chemicals manufacturer headquartered in Tübingen, Germany. We offer sustainable chemical solutions for numerous industries and have an international presence with around 2,500 employees and 26 production sites. In the financial year 2025, the CHT Group generated a group turnover of 572 million Euro.

Our portfolio includes **Textile Solutions** (dyes and auxiliaries for the entire textile value chain), **Industrial Solutions** (specialty silicones, paper, and pulp technologies, washing solutions, care ingredients), and **Functional Chemicals** (chemical additives for paints, coatings, construction, adhesives, leather, chemical producers, agrochemicals, mining, and release agents).

The CHT Group is certified according to international standards and is committed to sustainability and social responsibility.

In 2028, we will celebrate our 75<sup>th</sup> anniversary.

For more information, please visit [www.cht.com](http://www.cht.com)

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