



Whites that stay and don't fade away

High IQ® Lasting White Branding Program

- New program built on state-of-the-art FWA with stain repel and release technologies
- Retains high whiteness after multiple home launderings
- Resists and washes out household stains to ensure garments retain their newness
- Stain repel and release effects based on PFC or PFC-Free technologies



Long lasting bright whites



Water repellent and stain resistant



Durable performance



Sustainable and economical



Enriching lives through innovation

Headquarters

Huntsman (Singapore) Pte Ltd
Textile Effects Division
152 Beach Road
#29-00 Gateway East
Singapore 189721
Telephone +65 6297 3363
Fax +65 6298 0037
pr@huntsman.com

Europe Region

Huntsman Advanced Materials
(Switzerland) GmbH, Textile Effects
Klybeckstrasse 200
4057 Basel, Switzerland
Telephone +41 61 299 11 11
Fax +41 61 299 11 12
pr@huntsman.com

Americas Region

Huntsman International LLC
Textile Effects
3400 Westinghouse Blvd,
Charlotte, NC 28273, USA
Telephone +1 704-587-5000
Fax +1 704-587-5020
pr@huntsman.com

Asia Region

Huntsman Textile Effects
(China) Co. Ltd.
Flying Geese Mountain Industrial Park
Shilou Town, Panyu District, Guangzhou
511447, PR China
Telephone +86 20 3937 7000
Fax +86 20 8484 5222
pr@huntsman.com



Enriching lives through innovation

High IQ®
lasting
white

Whites that
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Visit www.high-iq.com to learn more about High IQ®





Spring into a new level of white

Retain brilliant whiteness of your favorite garment, wash after wash, with the latest advanced and cutting-edge innovative technologies from Huntsman Textile Effects.

Key Benefits

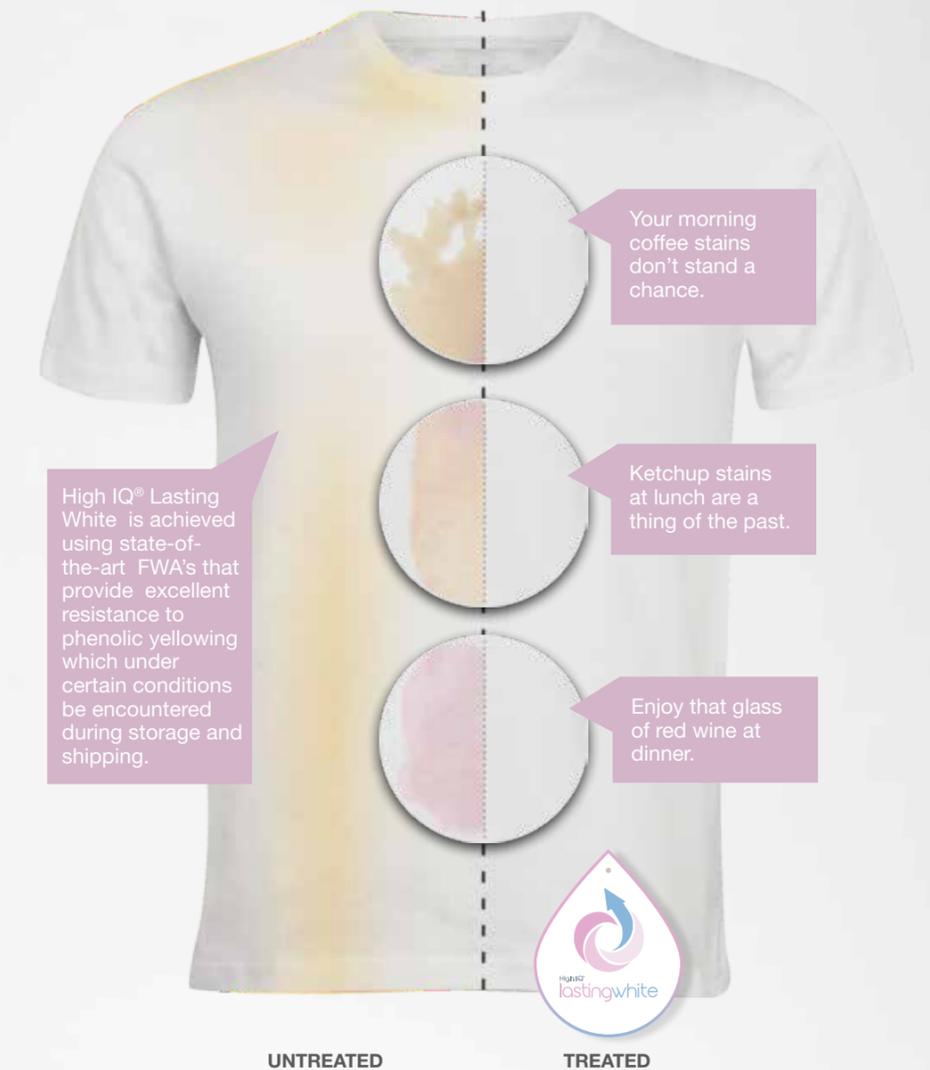
1. Very high and brilliant white on Cellulosic fibers ($W_{OE} > 150$)
2. Long lasting white, wash-fast in production and home laundering
3. Unequalled acid stability and acid fastness making it uniquely suitable for a wide range of finishing effects
4. Excellent protection against phenolic yellowing during storage or shipment
5. Environmentally-friendly due to high exhaustion rates and aniline-free chemistry
6. Resists and washes out household stains to ensure garments retain their newness

Stays white wash after wash

	Normal optical brightener	High IQ® Lasting White
Initial		
	$W_{OE} : 100\%$	
After 10 washes @ 40°C		
	Not specified	<5% from initial value
After 20 washes @ 40°C		
	Not specified	<5% from initial value

Whites that stay white and look newer for longer

High IQ® Lasting White is achieved using state-of-the-art Fluorescent Whitening Agents (FWA) with stain repel and release technologies providing unsurpassed whites that stay looking newer for longer, with all-day protection.



High IQ® Lasting White resists and washes out household stains to ensure garments retain their newness for longer.