



Whites that stay and don't fade away

High IQ® Lasting White Performance Assurance

- 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

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



HIGH IQ® LASTING WHITE / Whites that stay and don't fade away

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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

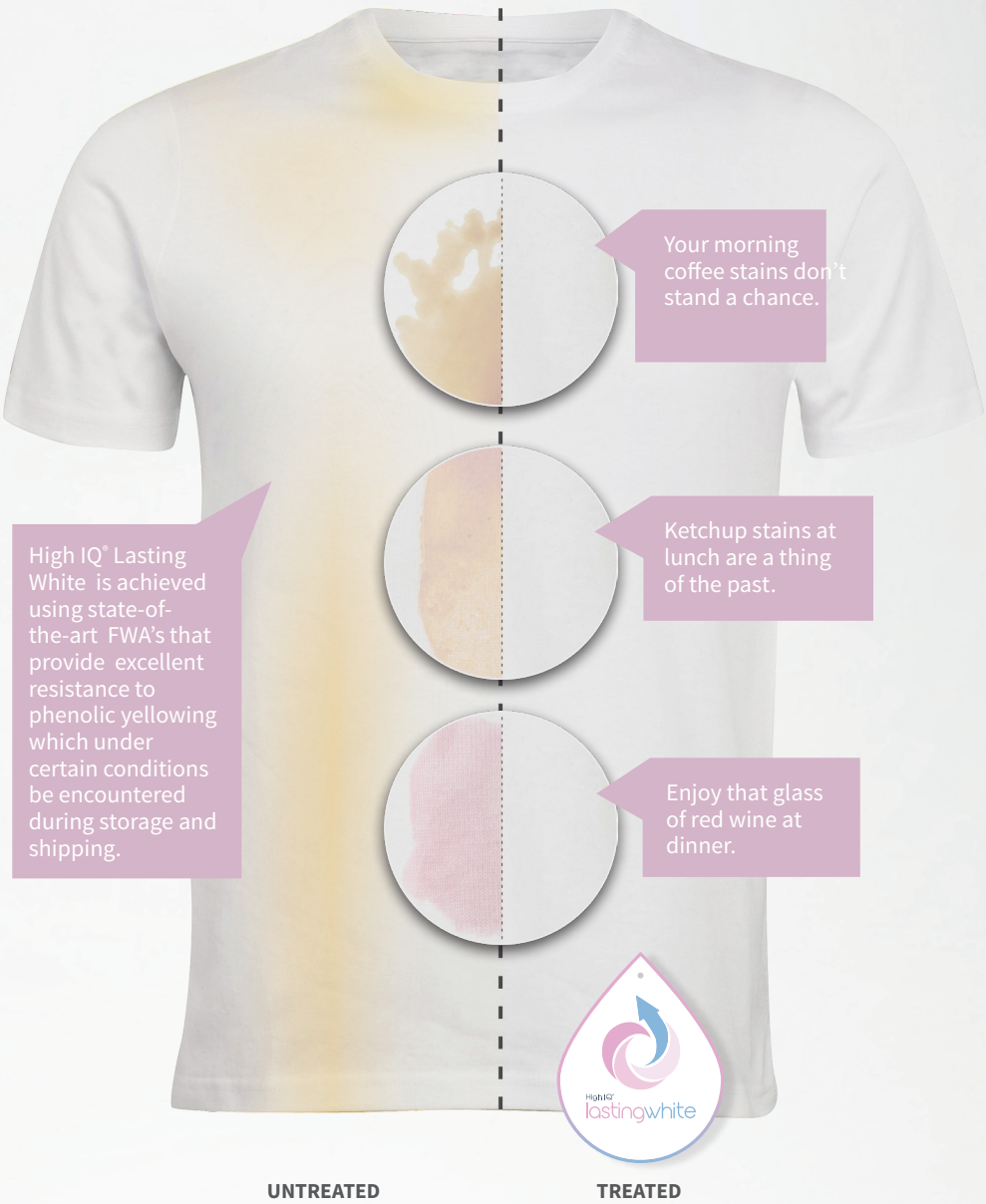
- 1. Very high and brilliant white on Cellulosic fibers ($W_{CIE} > 150$)
- 2. Long lasting white, wash-fast in production and home laundering
- 3. Unequalled acid stability and acid fastness making it uniquely suitable for a wide range of finishing effects
- 4. Excellent protection against phenolic 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		
	$W_{CIE} : 100\%$	
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.