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Together, the elements of science and the human element can solve anything.

The Strength of a Monodose Laundry Packet

The hottest new trend in laundry is here to stay



Laundry is a weekly or even daily household chore for many in developed economies, but centuries ago, laundry was backbreaking work that would be done only a few times a year. From cleaning clothes against rocks in riverbeds in Ancient Rome, to hauling buckets of water to home tubs in Colonial times, to the use of the scrub-board in late 19th century, laundry has always been a huge task. While by comparison, laundry in modern times is easy, laundry detergent manufacturers continue to innovate in ways that make this chore simpler, faster and less physically demanding.

The latest laundry trend is the use of monodose technology, where a fixed amount of concentrated detergent is placed within a small polymer

packet. These compact units pack multiple Dow products, including propylene glycol (a solvent that facilitates high active concentrations and aids enzyme stability), **ACUSOL™ OP301** (an opacifier that imparts whiteness to the product), monoethanolamine (MEA) (a neutralizer), and **VERSENEX™ 80** (a chelant that binds metal ions, enabling stain removal and soil suspension).

Instead of having to carry a giant container of laundry detergent, now customers can easily use a monodose unit and avoid the hassle and sometimes mess of measuring and pouring the detergent into the machine. The monodose unit has made life easier for the elderly, students and military. The

environment also benefits, as this compact and convenient form uses less product per load.

Expect laundry detergent manufacturers to continue to innovate with a focus tailored towards changing lifestyles and consumer preferences, whether you want your clothes to smell fresher, be brighter or wrinkle free.

What is soil anti-redeposition?

Have you ever wondered how laundry detergent gets dirt out of clothes without the dirt washing right back into the clothes through the wash water? The answer comes from the science behind soil anti-redeposition. Laundry detergent contains anti-soil redeposition agents, which are water soluble and negatively charged dispersion polymers that keep soil dispersed in the wash water — and not back on your clothes.

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