

Milliken®

# Liquitint®

Customized Polymeric Colorants



Milliken™

## Liquitint Colorants

Liquitint Polymeric colorants are a unique technology developed by Milliken Chemical for laundry products, household cleaners and industrial chemicals. Liquitint colorant technologies have been used by most major household care companies around the world for over 20 years.

Liquitint colorants are completely water-soluble making them easy to use and dispense, without pre-mixing of powders. Liquitint colorants can be formulated for use in liquid and solid formulations. Liquitint colorants are suited to a wide pH range and can be utilized at high color concentrations without precipitation. Unlike traditional coloration methods, they minimize staining of hands, hard surfaces, most fabrics, and equipment, even at high color loadings.



## Applications

	COLORS					
Liquid Laundry Detergents	BLUE HP	BRIGHT YELLOW	RED ST	GREEN 101		
Fabric Softeners	BLUE MC	RED MX	YELLOW LP	VIOLET LS	ROYAL HFMC	
Powder Laundry Detergents	BLUE HP	BRIGHT YELLOW	RED ST	BRILLIANT ORANGE		
Liquid Dish Detergents	BLUE MC	BRIGHT YELLOW	RED ST	VIOLET LS		
Hard Surface Cleaners	BLUE HP	BLUE MC	RED ST	BRIGHT YELLOW	PINK AL	BRILLIANT ORANGE
Laundry Bars	RED ST	BLUE SE	GREEN SA	AZTEC YELLOW		

- A wide range of additional colors are also available.
- The applications listed above are just a sample of possibilities for Liquitint.

## Color Technology Comparison

STRUCTURE	PHYSICAL STATE	SOLUBILITY IN WATER	LIGHT FASTNESS	STAINING
Liquitint® 	Liquid	Total	Moderate	None to Low
Dye 	Solid or Solution	Low to Moderate	Moderate	Moderate to High
Pigment 	Solid or Dispersion	None	Moderate to High	High

## Features/Advantages of Liquitint

- Non-staining
- Liquid form
- Clear/bright colors
- Chemical compatibility
- Non -dust
- Soluble in water - high color loading can be achieved
- Environmentally friendly
- Easy to handle (dispensing, blending)
- Micro-certified



## Service and Support

- **Fast and efficient color matching/ color recommendation**  
Rapid matching and delivery of custom blends by Milliken's color labs allow you to respond quickly to your customers' unique color requests.
- **Color delivery system expertise** Milliken's personnel have years of experience implementing efficient Liquitint color dosing systems, and are available to assist you.
- **Experienced global sales coverage** Milliken's global sales force is comprised of experienced chemists and chemical engineers.
- **Global technical support**
  - Spartanburg, USA      - Sao Paulo, Brazil
  - Shanghai, China      - Pune, India
  - Gent, Belgium      - Singapore
- **A wide range of analytical capabilities** to meet your needs including GC/MS; Headspace Analysis; GC Olfactory Analysis; and UV Exposure Testing.

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**Liquitint®**  
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