

Milliken®

Millibrite®

The Future of Whitening, Engineered for Modern Light



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Millibrite® is a proprietary whitening enhancer (PWE) designed to deliver visible, long-lasting whiteness under any light.

Unlike traditional whitening technologies that depend on UV exposure, Millibrite performs consistently under both sunlight and LED lighting. This solves a growing performance gap in today's homes, stores, and workplaces.

The Challenge: Whitening in a LED World

Whiteness remains a powerful signal of cleanliness, but the way consumers experience whiteness is changing.

Traditional whitening technologies face growing limitations:

- Optical brighteners rely on UV light, which is largely absent in LED environments
- Bleaches can damage fibers and accelerate fabric aging
- Dyes and pigments increase the risk of staining and over-hueing
- Photobleaching depends on sunlight and inconsistent conditions

As LED lighting becomes dominant globally, with projections estimating LEDs will account for approximately 87% of all light sources by 2030, many detergents no longer deliver the visible “whiter white” effect consumers expect, particularly in indoor environments.

Cleaner Whites, Longer Life

Millibrite restores and maintains whiteness wash after wash, helping fabrics look new for longer.

- Reduces visible yellowing in aged garments
- Extends garment lifespan without harsh chemistry
- Supports reduction in textile waste to landfills, by increasing the wear time of the garments

Advanced Proprietary Chemistry

Millibrite's performance is driven by proprietary chemistry engineered for precision.

- Controlled deposition helps prevent over-hueing, uneven results, and damaging the fabric
- Stable, durable whitening across multiple wash cycles
- Compatible with both powder and liquid detergent formulations
- Works synergistically with optical brighteners or performs independently

THE MILLIBRITE ADVANTAGE

Performs Under Any Light

Millibrite delivers visible whiteness under both sunlight and LED lighting, addressing the modern lighting gap where traditional brighteners fall short.



Consistent brightness indoors and outdoors



Effective even without UV exposure



Designed for today's homes, retail spaces, and workplaces



Designed with Sustainability in Mind

Millibrite supports the shift toward more sustainable laundry solutions.

- Helps reduce energy use by delivering effective performance at low wash temperatures.
- Minimizes reliance on harsh bleaching agents helping protect fabric integrity, extend garment life, and reduce unnecessary chemical intensity in detergent formulations.
- Extends garment life, which helps reduce textile waste
- Aligned with applicable regulatory standards

Performance You Can See

Laboratory and wash-cycle evaluations demonstrate:

- Visible first-wash whitening effect
- Consistent perceived whiteness under LED and UV lighting
- Stable performance across multiple washes
- Effective whitening with or without optical brighteners

Versatile Applications

Millibrite is designed for broad applicability across detergent formulations that provides a single whitening solution for modern laundry needs.

Suitable for:

- Synthetic and natural fibers
- Powder and liquid detergents
- Cold- and low-temperature wash programs
- Detergent systems with or without optical brighteners

Why Milliken

Millibrite is powered by Milliken's legacy of innovation in polymer chemistry and color science. This brings precision, performance, and reliability to the next generation of whitening technology.

Milliken does not just supply ingredients. We help partners stay ahead of evolving consumer expectations and market shifts.



Washed with
Traditional
Optical Brighteners

vs.

Washed with
Millibrite

Milliken®

Millibrite®

Reliable whiteness that performs under any light.

REGIONAL HEADQUARTER OFFICES

NORTH AMERICA
Spartanburg, SC, USA

EUROPE
Gent, Belgium

LATIN AMERICA
Sao Paulo, Brazil

ASIA
Singapore
Shanghai, China
Pune, India



Next steps:

Talk to your Milliken representative to explore formulation guidance, performance data, and sampling options.



Contact us for more information
milliken.com/chemicals/contact-us

Please contact your Milliken representative for further product information including chemical registrations, food contact status, and other regulatory details.

PLEASE NOTE: As each customer's use of our product may be different, information we provide, including without limitation, recommendations, test results, samples, care/labeling/processing instructions or marketing advice, is provided in good faith but without warranty and without accepting any responsibility/liability. Each customer must test and be responsible for its own specific use, further processing, labeling, marketing, etc. All sales are exclusively subject to our standard terms of sale posted at www.milliken.com/terms (all additional/different terms are rejected) unless explicitly agreed otherwise in a signed writing.