

Evonik keeps linen closets fresher for longer

Essen. With a new silicone derivative, Evonik enables formulation of fabric softeners with better performance: softer linen and, above all, longer-lasting freshness. The product, which is called REWOCARE® GSM 42, is currently being launched.

Just a small amount of REWOCARE® GSM 42 increases the softening effect and enhances the fresh smell of fabric softeners. The differences are especially clear a few days after the clothes have been washed. "With REWOCARE® GSM 42 in the fabric softener the laundry still has a pleasant freshness even two weeks later," says Dr. Xiaolan Wang, head of Evonik's Household Care Business Line.

The desired softening and freshness effect can also be achieved with less active softener ingredient. For manufacturers, this offers interesting options for improving their products.

REWOCARE® GSM 42 is formulated as a microemulsion and can be added to all popular fabric softeners.

Company information

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals, operating in the Nutrition & Care, Resource Efficiency and Performance Materials segments. The company benefits from its innovative prowess and integrated technology platforms. In 2015 more than 33,500 employees generated sales of around €13.5 billion and an operating profit (adjusted EBITDA) of about €2.47 billion.

About Nutrition & Care

The Nutrition & Care segment is led by Evonik Nutrition & Care GmbH and contributes to fulfilling basic human needs. That includes applications for everyday consumer goods as well as animal nutrition and health care. This segment employed about 7,000 employees, and generated sales of around €4.9 billion in 2015.

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