HOUSEHOLD, INDUSTRIAL & INSTITUTIONAL CLEANING





WYPOL[™] acrylic based polymers designed to aid the HI&I formulator

Prime Formulations Ltd provides a range of acrylic based polymers designed to aid the HI&I formulator.

Dispersants

WYPOL[™] acrylic polymers have both a tailored composition and a targeted molecular weight structure to enhance primary and secondary detergency and to inhibit scale deposition. The effect is three-fold:

- Threshold inhibition
- Crystal distortion
- Anti deposition

WYPOL[™] acrylic polymers adsorb onto the surface of the cleaning item, whether that be a surface of an insoluble or partially soluble salt or the fabric of textiles during the washing cycle. They are effective at complexing water hardness and heavy metal ions, removing them from the wash water and thus preventing further interference with the process.

WYPOL[™] acrylic polymers inhibit the effects of water hardness and slow the growth of the seed crystal preventing them from being visible until a much higher concentration is present. This is the "threshold effect". As WYPOL[™] acrylic polymers will act as a dispersant they prevent the deposition of the scale onto surfaces protecting both machinery and the item being cleaned. Products that target antiredeposition employ both electrostatic and steric forces to prevent adsorbtion onto the surface of the fabric and repel emulsified oils and dirts.

WYPOL[™] acrylic polymers are suitable for use in laundry detergents, dishwasher products, low pH detergents and cleaners, as well as surfactant concentrates and high pH cleaners.

WYPOL[™] acrylic polymers will protect carboxylated surfactants, whitening and bleaching agents from deactivation by polyvalent ions.

| POLYACRYLICS | | | | | | | | |
|--------------|--------|------------------|----|--|--|--|--|--|
| Product | Solids | Molecular Weight | рН | Application | | | | |
| WYPOL™ HN43 | 48% | VL | 4 | General purpose antiscalent, dispersant | | | | |
| WYPOL™ S43 | 42% | VL | 7 | General purpose antiscalent, dispersant | | | | |
| WYPOL™ HN44 | 50% | М | 4 | General purpose antiscalent, dispersant | | | | |
| WYPOL™ S44 | 45% | М | 7 | General purpose antiscalent, dispersant, anti deposition | | | | |

| ACRYLIC/MALEIC COPOLYMER | | | | | | |
|--------------------------|--------|------------------|----|--|--|--|
| Product | Solids | Molecular Weight | рН | | | |
| WYPOL™ S71 | 40% | н | 7 | | | |

| SULPHONATED ACRYLIC COPOLYMERS | | | | | | |
|--------------------------------|--------|------------------|----|--|--|--|
| Product | Solids | Molecular Weight | pН | | | |
| WYPOL™ HS60 | 37% | Μ | 5 | | | |
| WYPOL™ HS61 | 45% | М | 4 | | | |
| WYPOL™ HS62 | 43% | М | 4 | | | |



Application

General purpose antiscalent, dispersant, anti deposition, slurry fluidiser

Application

General purpose antiscalent, dispersant, zinc/phosphate/ iron stabilisation

General purpose antiscalent, dispersant, zinc/phosphate/ iron stabilisation

General purpose antiscalent, dispersant, zinc/phosphate/ iron stabilisation

Rheology Modifiers

WYPOL[™] range of acrylic thickeners will hydrate when mixed with water stabilising emulsions and dispersions or improve the look and feel of the formulation. Their pseudoplastic rheology makes them ideal for systems where flow is not required. These properties make them suitable for "vertical cling" formulations.

WYPOL[™] range of acrylic thickeners are supplied as either alkali swellable emulsions (ASE's) or as oil dispersed polymers (LDP's). Liquid dispersion polymers are particularly effective in fabric softener formulations providing the desired viscosity and pour attributes and its cationic nature improves fragrance retention on fabrics.

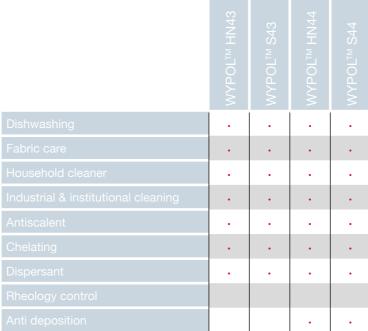
| RHEOLOGY MODIFIERS | | | | | | | |
|------------------------|--|----------|-------------------|-----------------------------|----------|--|--|
| Product | Description | lonicity | Salt Tolerance | Surfactant Compatibility | pH Range | | |
| WYPOL™ AS40 | Alkali swellable emulsion with good thixotropy | Anionic | Low | Low | 7-10 | | |
| WYPOL™ AS45 | Alkali swellable emulsion with good thixotropy | Anionic | Low | Low | 7-10 | | |
| WYPOL™EM15 | Alkali swellable emulsion with good thixotropy | Anionic | Moderate | Low | 7-11 | | |
| WYPOL [™] 213 | Liquid dispersion polymer with good thixotropy | Cationic | Moderate | Good | <6 | | |















| | WYPOL TM HS60 | | | | | | WYPOL TM 213 |
|---|--------------------------|---|---|---|---|---|-------------------------|
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Household, Industrial & Institutional Cleaning

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Warranty

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