INTRODUCING PREFERENZ™ S 110

The Fabric & Household Care team at DuPont is committed to developing cleaning innovations in response to changing consumer needs.

An increasing number of processed foods now contain modified starch, resulting in more complex stains for consumers. Fabric & Household Care has developed PREFERENZ™ S 110, a premium performance ingredient, to meet this challenge.

POWER YOUR DETERGENT

PREFERENZ™ S 110 is a powerful liquid amylase that has been engineered to break down starch soils in laundry. It can easily handle the toughest and most complex starch stains and is effective against the types of starch frequently found in fresh and processed foods.

All detergent formulation needs are different. That’s why PREFERENZ™ S 110 is suitable for regular, concentrated and unit-dose products. Fabric & Household Care will also work in partnership with you to optimize the power of your brand with PREFERENZ™ S 110.

THE RESULTS

PREFERENZ™ S 110 is proven to be effective against stains caused by foods containing corn, potato, rice, tapioca-based starches and mixed starches. It delivers a powerful clean even in short wash cycles, and matches or exceeds the competition at 30°C and 40°C. It is the premium choice for high performance.

DELIVERING CONVENIENCE

PREFERENZ™ S 110 is the outcome of continued research and thorough testing. It is highly effective at different temperatures and for different wash cycle lengths so it can meet the varied needs of today’s consumers. PREFERENZ™ S 110 provides a great first-time clean and answers the need for both convenience and premium performance.

WHAT’S NEXT?

Because we put the consumer’s needs at the heart of our innovation and collaboration, we help to ensure detergents make a difference across the globe.

For more information, speak to your representative directly or visit: fhc.biosciences.dupont.com
Alternatively, send us an email: fabricandhouseholdcare@dupont.com

PREFERENZ™ S 110 VS. CONVENTIONAL ALPHA AMYLASE ON EMPA 161

PREFERENZ™ S 110 takes our liquid amylase performance to a whole new level at 30°C and 40°C.
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