

PERFECT BRIGHT WHITE – MYTHS & FACTS

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Introduction

White colour never goes out of fashion, a favourite colour across all age groups. However, it is not an easy task to accomplish a perfect white garment.

Myths and facts around white garment processing

It is a common practice to add a considerable amount of Optical Brightening Agent (OBA) during various stages of processing because OBA helps to view a white more whiter.

Right from colour standard development stage till garment washing OBA is added to produce a dazzling white garment.

However, it has been researched and established that more we add OBA, more the garment tends to become unclean and dull. Whereas a garment in slightly yellower tone remains fresh even after repeated laundry wash.

Few steps to produce durable whites

Durable whites can be produced by introducing following steps.

- Incorporate additional process like liquid ammonia mercerization or regular caustic mercerization as an add on step.
- Introduce demineralization as a first step to clean the fabric effectively.
- Use of required concentration of water softening chemicals to avoid negative impact.
- The high-temperature hot pressing of the garment during packing should be avoided to minimize the yellowing.
- Fabric or garment treated with OBA should be kept away from direct sunlight and at elevated temperature.





Process flow



Summary

Besides avoiding extra dosage of OBA, good housekeeping practices at different level, maintaining cleanliness while handling can give perfect bright white experience to the end consumer.

Wishing you a great week ahead!

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