



PREFERENZ® P 300

JOURNEY OF A DETERGENT

Consumers want excellent performance from their liquid detergents, and aren't afraid to vote with their purses if they don't get a great experience. But enzymes within these detergents can degrade over time, with high temperatures during transportation making the situation worse. Explore the journey of a detergent below to see how it can affect performance – and how our new PREFERENZ® P 300 protease can help make it a smoother ride.



1. PRODUCTION AND PACKAGING

The detergent is made and stored prior to shipment to customers.

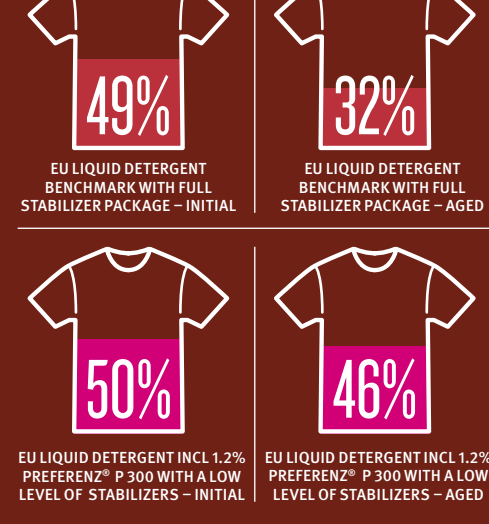
Added stabilizers can mitigate the effects of enzyme degradation, but they come at a cost and can complicate formulas.

Percentage of costs per formula for enzymes + stabilizers

35%	Premium Capsules
24%	3X Concentrated Premium
27%	Dilute Premium
16%	3X Concentrated Low Tier Liquid Detergent

PREFERENZ® P 300 allows stabilizers to be reduced significantly – hardly compromising performance over time.

Soil Removal Index results for initial and aged performance (stain: pigment/oil/milk)



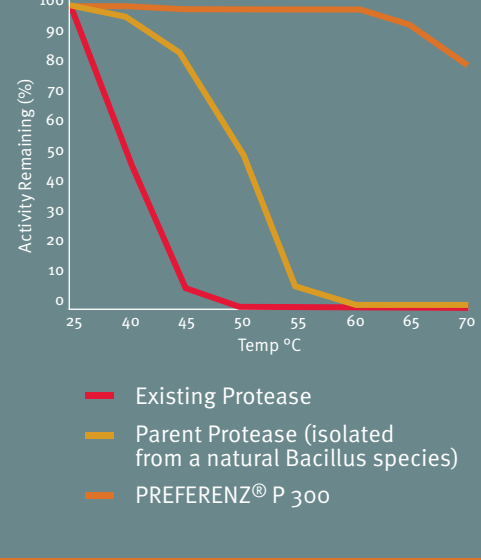
2. TRANSPORTATION

This part of the journey is usually where liquid detergents are most exposed to potential damage caused by high temperatures.

Due to the way it is engineered, PREFERENZ® P 300 is able to mitigate the effects of high temperatures, keeping the detergent stable and helping it to perform better for longer.



The figure below demonstrates the temperature stability of PREFERENZ® P 300 after being subjected to a stress test



3. WAREHOUSING

Customers often try to minimize storage time in their own facilities for one simple reason:

COST

Did you know? For every 1% reduction in propylene glycol, you can save

\$160,000

per 10,000 MT in formulation costs.



4. RETAIL

Liquid detergents can sell quickly, staying on the shelf for less than a day...

...but in some stores they sell more slowly, potentially gathering dust until they reach their expiry date.



5. HOME

WHAT DO GLOBAL CONSUMERS WANT?



Source: Nielsen, April 2016



Source: Nielsen, April 2016



PREFERENZ® P 300 helps customers to greatly increase their sustainability credentials, and cut costs, by reducing their use of stabilizers – all without compromising on cleaning power.

PREFERENZ® P 300 is a structurally stable protease providing high-level aged performance with a significantly reduced stabilizer system.



For more information, contact your sales representative, a member of the DuPont Home and Personal Care team or visit our website at biosciences.dupont.com.

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