atlantic®
CARE CHEMICALS

Ethical Fashion

Fabric Pre-treatment Dyeing & Finishing

A CIRCULAR BUSINESS

In contrast to non-sustainable and non-renewable stoichiometric chemicals, oxidants with potential risk of exposure to handling, storage and transportation, fossil fuel and polymer based products, synthetic resins etc, we have introduced green chemistry with highly-efficient (fewer steps, fewer resources, less waste) more stable (under ambient conditions) and eco-friendly enzyme based (platform chemicals) products, synthesized natural organic products and synthetically developed renewable molecule compiled with bio chemicals etc.. It's our resolve to design and develop high performance chemical products from environmentally benign bio and organic chemicals. One major aspect of it is biological persistence focusing on the replacement or degradation of xenobiotic in the environment. The "environmental xenobiotic" is summarized as the strategies to use single bacterial isolates or microbial communities for the development of products which can substitute the arrival of xenobiotic pollutants in the environment. It's by selectively identifying the catabolic potential of microbes and detecting its application relevancy in the set conditions (i.e. systems/procedures) of Garment processing & Finishing. We pursue Green Chemistry to deal with the bitter pills of garment wet processing and finishing, which is focused on.

Sustainability & Ethical Fashion

Sustainability-driven innovation goes beyond designing green products and synthetic process methods. It entails improving business operations and processes to become more efficient, with a goal of dramatically reducing costs and waste. It is also about insulating a business from the risk of resource price shocks and other competive business advantages. At every stage of the textile production, vast amount of energy, clean water & chemicals are being used to process the textiles & apparels. In turn these processes generate air, water & soil pollution through untreated effluent generation & waste generation which place heavy burden on environment. So, it was indeed a need of looking other ways of innovations atiributed to garment finishes. Technological upgrading of processing chemicals, equipment or innovating new machines are the keys to achieve sustainable textile production and so remain competive. Some of remarkable innovations in technology have paved the way for sustainable production technologies, but there is huge scope further for all technology providers to upgrade technology which will help in economical production of the goods in sustainable manner. But these Innovations require a new way of thinking. We must learn to think out of the box. Things invented elsewhere that we have stripped down, made more affordable, replicable and more relevant to our conditions with great adroitness. This will certainly be detrimental and hamper the creation of sustainable and ebullient fashion industry.

Why Vegan ?!

For a product to adhere to 'vegan' principles, there is some agreement that it must not contain any materials which have been derived from, or tested on, animals. In practice, there are multiple materials that contain, or may contain, animal derivatives, and for there to be an assurance that a product is truly 'vegan strict control of the supply chain is required to ensure only plant origin and safe chemical products enters in to the system. This is a part of our strict practice and resolve to have ethical products and process system. With the growth in veganism looking set to continue, assuring customers that a product is 'vegan' offers the chemical products ward of any animal origin products and cruelty free, safe and sustainable products. Atlantic only offer Vegan products for laundry industry with the strict monitoring and certification of Global vegan society UK.

The cleaning products created without having ingredients or packaging materials made from or derived from animals. Products are created without animal testing or having raw materials that are tested on animals. A formulation where we have tried maximum possibilities to include environmentally benign substance.

- **Nontoxic and bio degradable.**
- **Vegan friendly.**
- **No animal origin products**
- **No animal tested products**
- **Completely sustainable and non-pollutants.**
- **Synthesized or derived from plantwaste or sustainable organic materials.**
- **Low consumption of energy, finite resources and high productivity oriented.**

Animal waste contribute a major source of pollution. This is majorly from waste of animals atier processing, Antibiotics and hormones, chemicals from tanneries, fertilizers and pesticides used for feed crops etc.

- **Malnourishment in the developing world**
- **Water scarcity**
- **Pollution**
- **Deforestation**
- **Species extinction**
- **Land degradation**
- **Global warming / carbon foot prints.**

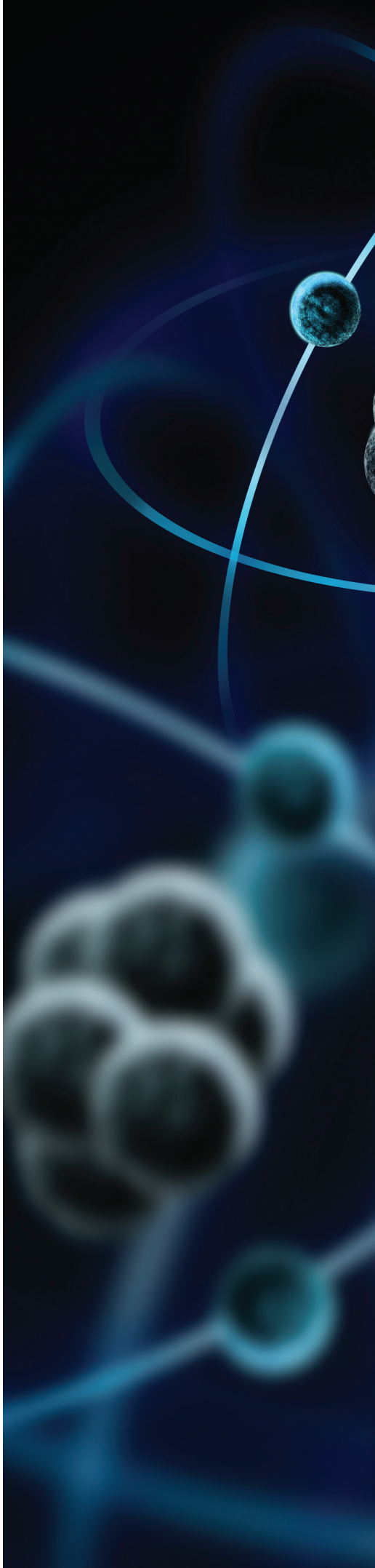
Livestock contributes up to 51% of all global greenhouse gases. 37% of all methane emission comes from catile farming. On an average, a dairy cow belches 500 lts of methane every day. By avoiding animal based products we can reduce substantial carbon emissions.

About

Atlantic care chemicals

Having started as a chemical factory in UAE in the year 1980 and 2007 in India, Atlantic transformed itself over the years in to a leading Chemical manufacturing Company with an impacting presence in the Gulf and Middle-East. Making a timely decision and backing it up with significant investments in creating products for the pertinent Industries in Gulf countries, now we are a global chemical company active in Laundry, Textiles Chemicals, Hospitality Hygiene, Industrial and institutional cleaning and sanitation products, products for the Automobile Cleaning Industry etc. By connecting our unique competences in chemical engineering with molecular biology, Atlantic is driving revolutionary changes in the Laundry Industries in terms of environmental progress, energy saving also water conservation and creating sustainable value to all customers, employees and stake holders.

We strive to create value on the three dimensions of Planet, People and Profit. Our commitment is to create products and solutions that make positive difference to business, environment and people. We now boast of our presence from a tiny Arab emirate of Dubai to over 30 countries and 4 continents. Globally recognized by all the leading brands in the Apparel world as a leading name in laundry, Textile and Fashion chemicals, we have accreditation of all the top labs like GOTS version 6.0, Green Screen (US-EPA), ZDHC (Zero Discharge of Hazardous Chemicals) and Vegan (U K) and NSF Non-food (USA).



Cello

Where sustainability and human wellbeing a core commitment...!

Ensuring fully renewable, recyclable, or biodegradable resource inputs that sustain circular production and consumption systems. The value proposition focuses on the substitution of fossil, critical and scarce materials. Sustainable chemistry, termed as "green chemistry", aims at an improved efficiency of using natural resources for the product development. It's our resolve to design and develop high performance chemical products from environmentally benign bio and organic chemicals. One major aspect of it is biological persistence focusing on the replacement or degradation of xenobiotic pollutants in the environment.

Industrial Symbiosis

A process-oriented solution, concerned with using residual outputs from one process as feedstock for another process, which benefits from geographical proximity of businesses.

- The design of processes to maximize the amount of organic raw material that ends up in the product.
- The design of energy efficient processes.
- Focused on prevention of waste than to treat or clean up waste after it is formed.
- Wherever practicable, synthetic methodologies should be designed to use and generate substances that possess little or no toxicity to human health and the environment.
- Chemical products should be designed to preserve efficacy of function while reducing toxicity.
- Energy requirements should be recognized for their environmental and economic impacts and should be minimized.
- A raw material or finished product should be renewable rather than depleting wherever technically and economically practicable.
- Bio-catalytic reagents (as selective as possible) are superior to stoichiometric reagents.
- Chemical products should be designed so that at the end of their function they do not persist in the environment and break down into innocuous degradation products.
- Substances and the form of a substance used in processing should be chosen to minimize potential for chemical accidents, including releases, explosions, and fires.

Textile Pre-treatment

Zero discharge pre- treatment is an absolute innovation in organic chemistry which address the pit falls of conventional scouring method Alkali peroxide treatment and the recent innovation enzymatic scouring. A well-balanced design which makes the fabric suitable for one bath bleaching and providing all the atiributes for dyeing with very minimal impact on environment, substantial saving in water consumption, energy and processtime with almost 2.5% gain on fabric weight, thus dye yield and tensile strength. Non enzymatic, non-surfactant and non-inorganic alkali-based product design gives highly consistent results, highly absorbent fabric and very cost effective. Increased productivity and low effluent treatment cost are other advantages.

AELTEX PW 106

Caustic replacement – one shot powder scouring agent.

Scouring agent which completely eliminate the usage of caustic soda, surfactants and polymers from the pre-treatment process. Improved wettability, whiteness index and one bath bleaching possibility makes it very economical process with a substantial saving of water, 2- 3% process realization in scouring .

- Surfactant free processing technology.
- Inorganic alkali – caustic soda or soda ash free processing.
- More than 60% reduction in effluent load.
- Second bath dyeing saves 3 rinses and acid usage.
- Peroxide free processing with instant absorbency.
- Hi - dye yield due to non- cleaving of intermolecular hydrogen bonds.
- Hi strength retention and surface appearance. (not damaging the secondary wall of cellulose).
- Improved dye yield due to the extra hydrogen bonds availability.
- High cost efficiency and high productivity.

CELLO SCOUR VARIE

One shot liquid scouring agent.

One shot scouring agent specially developed for continuous dyeing process.

- Caustic free processing.
- High saving in water and energy.
- High strength retention and surface appearance.
- Improves effluent quality and load.
- Surfactant free processing.
- One shot process ward of the usage of wetting, sequestering and peroxide stabilizing agent.

NOVOFADE ACTIVE

Enzymatic replacement of hydrogen peroxide. Safe and sustainable option enhanced by enzymes to replace hydrogen peroxide. Excellent for sulphur denims peroxide-based bleaching and colour down effects.

- Safe and sustainable
- Easy storage and transportation.
- No zipper damage or uneven finish.
- Excellent scouring or bleaching agent.
- Post washing for stone replacement in denim.
- Novofade control is recommended for PH buffering.

NOVOFADE CONTROL

Green alkali. Novofade control is specifically developed to support Novofade active as a buffer to maintain consistent pH throughout the process. Non dusty crystals ensure safe exposure.

- 100% green product.
- Safe alkali replaces caustic and soda ash.
- High dose response.
- Excellent alkaline buffer in dyeing.
- Alkaline booster.

WETOL 90

One shot sequestering , levelling agent for cotton and synthetics.

Surfactant free sequestering and levelling agent for the efficient bleaching and dyeing in the fabric and garment wet processing. Works well for both cotton and synthetic . This will works well as sequestering, wetting, chelating, anti-crease, dye levelling, buffering and humidifying agent for the dyeing of anionic dyes.

- Improves solubility of dyes.
- Excellent buffering action for stabilizing alkali throughout dyeing process.
- Reduces the strike rate during dye exhaustion.
- No effect on the metal ions in the dyes.
- Low foam product.
- Works well in natural and manmade fibre processing.

AQUA SCOUT PT

Multi purpose scouring product for white only

Scouring agent which completely eliminate the usage of caustic soda, surfactants and polymers from the pretreatment process. Improved wettability, whiteness index and one bath bleaching possibility makes it very economical process with substantial saving of water, energy and productivity.

- Green scouring
- Alkali replacement
- Built in peroxide stabilizer and lubricant
- High strength retention
- High wettability and sequestering power
- Only for white

Cello

Dye fixer/shrinkage control / anti-pilling agents and specialty products.

NOVOFIX FF

100 % formaldehyde free dye fixing agent derived from nitrogenous condensates for the fixation of direct, reactive, acid and indigo dyes with excellent light, wash and chlorine fastness.The treated fabrics or garments are protected from ozone damages to colour after washing.

- 100% formaldehyde free
- Easy applicable by pad and exhaust.
- No significant effect on shade after treating.
- Improves the colour fastness to washing, crocking, light and ozone.
- Prevents dye migration.

BIO GRUN

Green replacement of soda ash with very low dosage and high performance in dyeing. Improves dye yield and stable pH.

- Completely replace inorganic alkalis used for the pre-treatment (yarn) and dyeing of all kind of reactive dyes and sulphur.
- The hassle associated with solid residue in the case of soda ash can be completely eliminated.
- Uniform levelling in the dye uptake during alkaline stage and the secondary exhaustion is well controlled with out the usage of any additional levelling agent.
- Excellent results on the darker shades red, navy , burgundy, turquoise and black.
- Easily dissolved in water to facilitate automatic dosing.
- Non dusting crystals create safer working condition.
- Prevent the deposition on yarn/ fibre which is common with soda ash.
- Improve the exhaustion, fixation and increase the dye yield up to 10%.
- Reduces the quantities of colour contamination in the effluent.
- Excellent control on the secondary exhaustion reduces the dye hydrolysis , improve the fixation and less rinses needed in the soaping process, save time and energy.
- Improve the effluent quality and reduces the treatment cost.

NOVO LP 70

LP 70 is a homo polymer used to protect spandex and stretch during denim processing. Garment strength retention, improves elastomeric properties, control shrinkage and improve yarn anti sliding properties, improve fabric softness, sewing strength and colour fastness.

- Protect spandex and improve stretch.
- Resist pilling.
- Shrinkage control
- Anti- slipping agent
- Enhance fabric smoothness.
- Improve fastness properties

PROTONATE PX7

Protonate PX7

CELLOWASH EMF-treated cotton is chemically modified to possess a permanent positive charge, making cotton "friendlier" to dye and increasing dye utilization. This in turn creates a shorter and more efficient dyeing process that utilizes fewer utilities, water, energy, and chemicals. Cotton can be treated with the Cellowash EMF in fiber, yarn, or fabric form. Protonation- cotton technology prepares the fabric to accept a greater variety of dyes and provides for greater flexibility in the color offerings. Unique designs can be achieved by altering the level of protonation (the higher the deeper color) and creating fabrics using both protonated and conventional cotton in the same fabric.

- Almost 100% dye utilization significantly reduces wastewater and the need for rinsing the fabric to remove unfixed dye.
- Reduced dye time because color adheres to the fabric more rapidly.
- Overall dyestuffs needed to achieve the same color are substantially low.
- Reduces the need for salt and alkali in the dyeing process.
- Almost 90 % dye utilization, significantly reduces wastewater and the need for rinsing the fabric to remove unfixed dye.
- Dye-bath looks clear and easy to wash of demands very less water quantity.

Non-GMO enzymes

NOVO WASH NBL 1600

High-strength retention neutral bio-polishing/bio-stoning enzyme liquid. The low temperature neutral liquid bio-polishing and bio-stoning enzyme developed from the same strain for a highly polished and abraded looks in denim and polished look without loss of colour in solid dyed garments. The neutral the working condition helps to save time utility and energy by combining bio-polishing and dyeing in one bath.

- It gives an exceptionally clean fabric surface on denim garments with increased colour brilliance due to the removal of fuzz.
- Low back staining and high abrasion for denim and dyed chinos.
- Modified for auto-dispensing and fog application (nano molecular mist)
- High strength retention.

BLD 520

Concentrated liquid bio -polishing and bio stoning enzyme

Highly concentrated liquid rigidified cellulase works well in both acid and neutral conditions.This enzyme is specially developed to work in both acid and neutral conditions, enable it for denim and non-denim, fabric application. For denim garment processing this is extremely safe to use for high stretch fabric need high abrasion and light bleach.

- BLD 520 in neutral conditions give excellent abrasion and semi bleach look. with high strength retention and exceptionally clean look.
- Bio polishing can be combined with dyeing in fabric solid dyeing.
- BLD 520 will reduce the bleach exposure of garment result in high stretch and strength retainability.
- This product is modified for E-flow machine for heavy stone washes.
- Denim it can give semi bleached looks.

Lubricants / anti-static , hydrophilic finishes.

NOVOLUBE N

NOVOLUBE is a fast acting humidifying and lubricating agent used for the processing of denims. This is well known for its wetting power and anti crease properties. This has to be used along with NOVOSIZE L, desizing alpha amylases. NOVOLUBE is a formulation based on non-ionic surfactants and humidifying agent to reduce the surface tension of water.

- Improved wetting properties.
- Lubricates the garments and avoids crease mark during de-sizing.
- Uniform removal of size particle enables uniform abrasion.
- Stable over a broad pH range.
- Shows excellent stability with respect to shear, electrolytes and hard water.

NOVOLUBE ULTRA

NOVOLUBE is a vegan softener made out of natural emollients to replace ester quarts, silicone-based softeners, and synthetic finishing agents. Natural-based emollients are important ingredients to substitute silicones and ester quarts in softener formulations to impart a smooth, soft, moisturized feel to all kinds of cotton, manmade and synthetic fabrics, and garments. The emollients are those materials natural-based and chemically modified in any way. The product is exceptionally well for dyed yarn, cotton towels, and knitted active and sport wears.

- Improves abrasion resistant properties.
- Imparts good gliding effects and an excellent soft handle.
- Helps to remove oil based stains.
- Nonionic nature.
- Retains the strength of the yarn/ fabric/ garments
- It does not affect the shade or fastness properties of dyed yarn.
- Causes no yellowing of garments, hence any effect on whiteness of optically brightened materials.
- Bio degradable and eco friendly.

NOVOLUBE P

NOVOLUBE forms a thin uniform protective coating around the fiber to lower the surface friction and flexural rigidity, thus minimizing the formation of durable creases during high temperature garment wet-processing. It is very important to select chemistry of anti-creasing agents/lubricants with discernment. In a broad general sense lubricants enhance or promote fiber-to-fiber lubricity by lowering the coefficient of friction between the fibers and also between fiber and metal.

- Improves abrasion resistant properties.
- Imparts good gliding effects and an excellent soft handle.
- Helps to remove oil based stains.
- Nonionic nature.
- Retains the strength of the yarn/ fabric/ garments
- It does not affect the shade or fastness properties of dyed yarn.
- Causes no yellowing of garments, hence any effect on whiteness of optically brightened materials.
- Bio degradable and eco friendly.

NOVOLUBE ULTRA AS

NOVOLUBE is a vegan softener made out of natural emollients to replace ester quarts, silicone-based softeners and synthetic finishing agents. Natural-based emollients are important ingredients to substitute silicones and ester quarts in softener formulations to impart a smooth, soft, moisturized feel to all kinds of cotton, manmade and synthetic fabrics and garments. The emollients are those materials natural-based and chemically modified in any way.

- Improves abrasion resistant properties.
- Imparts good gliding effects and an excellent soft handle.
- Helps to remove oil based stains.
- Nonionic nature.
- Retains the strength of the yarn/ fabric/ garments
- It does not affect the shade or fastness properties of dyed yarn.
- Causes no yellowing of garments, hence any effect on whiteness of optically brightened materials.
- Bio degradable and eco friendly.

100% natural vegan products for cotton, animal fibers and synthetics.

NOVOSOFT LV 90 EXTRA

It is an amphoteric charged poly alkyl ester of poly-hydric alcohol, modified and pre hydrogenated softener concentrated paste.This can be used as both non-ionic and cationic softeners. Non yellowing, anti-ozone and antistatic properties of it makes itunique for all type of garments and textiles. Very smooth handfeel with high moisture absorption and anti-static properties.

- Produces soft, silky and bulk handle with bouncy feel.
- Exhibits no tendency to sublimation.
- Does not influence the shade or fastness properties of dyed goods.
- Does not affect the whiteness of brightened goods.
- Minimizes the needle breakage and optimizes machine efficiency.
- Increases fibre lubrication and drape.
- Prevents static build ups.

NOVOSIL EC 200 +

Specialised softener from natural non-ionic emollient blend consisting of decyl glucoside and sodium lauryl lactate in combination with poly hydric alcohol typically derived from sugar cane bagasse. 100% safe and sustainable product having excellent silky hand.

- Non yellowing
- Non ionic
- Hydrophilic.
- Compatible with resins.
- Improved crease recovery and fabric elasticity.
- Improved anti-static properties.
- Excellent effect at low level addition.
- Stable on broad temperature level (40-90°C)
- Can be applied by pad, exhaust and spray method.
- Easily soluble in cold water.

NEUTRASOFT NS 520+

NEUTRA SOFT NS 520+ is a modified polyhydric alcohol-based non-ionic softener derived from sugar cane bio-waste and enhanced the product to develop high resistance against UV light radiations and atmospheric ozone. Protective agent against ozone fading of denim with a very good soft handle. Denim garments tend to yellow or fade in the presence of atmospheric ozone and sometimes form yellow shade fold marks on the garments. Neutra Soft NS 520+ is well-engineered to develop sufficient resistance against UV light and Ozone on the garment surface. This product is recommended for denim, white cotton textiles, wool, silk, manmade & synthetic fibres, and, their blends. It imparts soft and silky handfeel and non-yellowing even at higher temperatures used for cotton finishing. It is specially developed to get an excellent hand feel without changing the color or hue of the garment and textiles.

- Excellent resistance to UV - A light radiation.
- High protection against atmospheric ozone-induced fading and yellowing.
- Highly recommended for white textiles and garments.
- Product is recommended for both exhaust and pad application.
- Produces a soft and silky handfeel for all types of fabrics.
- Exhibits no tendency for the sublimation of shade.
- Does not influence the shade or fastness of dyed goods.
- Minimizes needle breakage and optimizes machine efficiency.
- Easily soluble in cold water
- 100% from natural bio-waste source.
- Gots and vegan-certified.

NOVOSOFT CS 20+

NOVOSOFT CS 20+ is a vegan softener made out of natural emollients to replace ester quarts, silicone-based softeners, and synthetic finishing agents. Natural-based emollients are important ingredients to substitute silicones and ester quarts in softener formulations to impart a smooth, soft, moisturized feel to all kinds of cotton, manmade and synthetic fabrics, and garments. The emollients are those materials natural-based and chemically modified in any way. The product is exceptionally well for cotton towels and knitted active and sport wears.

- Non-yellowing
- Anti-ozone
- Hydrophilic
- Excellent for cotton, synthetics, and blends
- Improved crease recovery and fabric elasticity.
- Improved antistatic properties
- Excellent effect at low-level addition
- Stable over broad temperature levels (40- 90°C)
- Stable over a wide pH range (2 -11)
- Shows excellent stability with shear, electrolytes, and hard water

Safe acid and sequestering - dye levelling agents

WHEAT ACID

Nature's own alternative to Acetic Acid.

The lime-treated wheat straw or the process waste of wheat was hydrolyzed and fermented simultaneously to wheat acid by enzyme preparation and by the bacteria Bacillus coagulans.

- Natural replacement of acetic acid.
- Absolute purity and food-grade quality.
- Eco-friendly & organic
- No pungent smell or unpleasant odor.
- Low volatile in nature
- Enhanced hard water stability
- Effective in core alkali neutralization
- Excellent color yield in dyeing
- Safe to use in all stages of textile processing.

WETOL 90

One shot sequestering , levelling agent for cotton and synthetics.

Surfactant free sequestering and levelling agent for the efficient bleaching and dyeing in the fabric and garment wet processing. Works well for both cotton and synthetic . This will works well as sequestering, wetting, chelating, anti-crease, dye levelling, buffering and humidifying agent for the dyeing of anionic dyes.

- Improves solubility of dyes.
- Excellent buffering action for stabilizing alkali throughout dyeing process.
- Reduces the strike rate during dye exhaustion.
- No effect on the metal ions in the dyes.
- Low foam product.
- Works well in natural and manmade fibre processing.

Moisture wicking /moisture management and anti-static hydrophilic finishes.

NOVOSIL ULTRA HF

Novosil ultra HF is engineered to impart excellent wicking performance on the textile substrate. This provides additional comfort to wearers through moisture management by the excellent water and water vapour transportation. It is an essential feature in the range of active wear, work wear and knitted goods. It improves the drying performance keeps cool and gives comfort while wearing. Novosil ultra HF is suitable for cotton, protein fibers, polyester, polypropylene and polyethylene nonwovens etc. The finish property combines softening, wettability, anti-static, moisture wicking, quick drying, durability, and non migrating properties in to one molecule. The product is non yellowing and extremely safe to use on white fabric. The non ionic nature makes it compatible with other components that might be used during the finishing of nonwovens, wovens or knits.

- Durable hydrophilic finish
- Anti-static
- Moisture management
- Quick drying
- Water dispersible
- Low VOC
- Stability in alkaline environments, high temperature and under high shear forces.
- High degree of whiteness and minimal shade change on colored fabrics.
- Stable to metal salt and suitable for easy care finishes with resins.
- Noinfluence on wet and dry soiling.
- Can be applied for both padding and exhaustion.
- Increases fabric resilience. Enhances easy care and easy ironing properties.

Depth enhancing nano emulsion silicone softeners

NOVOSIL P 3000

NOVOSIL P 3000 is a non yellowing elastomeric Nonionic Silicone - Nano Emulsion used for the finishing of natural fibres, wool, synthetics, micro fibres and their blends. The product is specially formulated as a textile softener and lubricant. This product also can be used for the production of filling materials used in pillow and quilt production. It is an organic GOTS certified nano emulsion Silicone softener. It's softening capability comes from the silicon oil backbone's flexibility and its freedom of rotation along their bonds. This enables the low-interacting methyl groups to arrange themselves so that they face away from the surface of fibers, thereby reducing fiber-to-fiber interaction. Because the fibers are able to slip easily past one another, they do not stick together. Their natural spring is unimpaired. The fabric becomes fluffier and softer to the touch.

- Non yellowing-suitable for white textiles and garments.
- Non ionic & antistatic.
- Can be applied along with resins.
- Excellent for cotton, synthetics and blends.
- Improved crease recovery and fabric elasticity.
- Improved antistatic properties.
- Excellent effect at low level addition.
- Stable over broad temperature level(40^0 - 90^0C).
- Stable over wide pH range (2 -11).
- Shows excellent stability with shear, electrolytes and hard water
- Can be applied by pad, exhaust or spray method.
- Easily soluble in cold water.

NOVOSIL DE 520

NOVOSIL D E 520 is a non yellowing Elastomeric Nonionic Silicone - Nano Emulsion used for the finishing of natural fibres, wool, synthetics, micro fibres and their blends. The product is specially formulated as a textile colour softener and lubricant. NOVOSIL DE 520 is a colour blooming agent specially developed for enhancing shade of cotton, wool, polyester and their blends. It is especially suitable for black and navy-blue dyed fabrics. It imparts extra softness , colour enhancing and improved fixing properties. the depth consistency is maintained after repeated home launderings. it can also prevent bronzing effect on sulphur dyed materials. this is one shot process where there is no need for additional softeners.

- Significantly improves colour depth
- Suitable for natural, manmade and synthetic fibres.
- Improve the strength and fastness of the dyed viscose fabric
- Prevent bronzing effect on sulphur dyed fabrics.
- Extra soft finish and improve colour fastness.
- No tonal variation

High performance silicone softeners

NOVO SUPER SOFT 016

SUPERSOFT 016 is the 4th generation organic GOTS certified micro-emulsion Silicone softener. It's softening capability comes from the siloxane backbone's flexibility and its freedom of rotation along the Si-O bonds. This enables the low-interacting methyl groups to arrange themselves so that they face away from the surface of fibers, thereby reducing fiber-to-fiber interaction. Because the fibers are able to slip easily past one another, they do not stick together.

- Superior softness, bulky and full rich hand.
- Moderate to excellent hydrophilicity.
- No fabric yellowing and dis coloration compared to industrial standards.
- Re-dyeable, re-printable, over dyeable and re-coatable.
- Selected compatibility with DP resins.
- Improves fabric tearing strength.
- Very low dosage , superior cost performance.

NOVOSIL GEL CONC

NOVO SIL GEL is a non yellowing Nonionic Silicone - micro Emulsion used for the finishing of natural fibres, wool, synthetics, Micro fibres and their blends. The product is specially formulated as a textile softener and lubricant. This product also can be used for the production of filling materials used in pillow and quilt production. This product is in easily soluble gel form which has to be diluted before application.

- Non yellowing
- Non ionic
- Can be applied along with resins after dilution
- Excellent for cotton, synthetics and blends
- Improved crease recovery and fabric elasticity.
- Improved antistatic properties
- Excellent effect at low level addition
- Stable over broad temperature level(40-90°C)

High performance soaping agents

AQUAGENE P 101

Low temperature green soaping detergent.

Green detergent for post washing soaping. Excellent for both reactive and indigo dyes. Enzymatic post washing agent for reactive dyeing and printing.

- Reduced dyeing cost.
- Reduced consumption of time, energy and eater.
- Better appearance and brighter shades.
- Reduced BOD, COD
- Low temperature soaping.

Dna Dyeing Method

NOVOWASH ESL PLUS

Novel neutral cellulases developed from native species without altering DNA (Non GMO) and food grade anionic dyes structural modified for high substantivity with cellulosic fibres. This next generation dyeing method is simple, user friendly and potentially consume very low quantity chemicals and utilities. The colour binding to the chromophore is designed with carbohydrate binding domine part of enzyme protein which hold the hydrophilic dyes in molecular level which is been fixed by the bath conditions attributed by the other ingredients in the formulation.

This is absolutely new technology or a new way of looking up to the cellulosic textile colouring process. This process will ward off most of the inorganic or non-biodegradable auxiliaries being used in conventional method like salt, soda ash, surfactants, acids, phosphonate sequestrants etc. makes this safest and most economical colouring method. There can be pit falls like variants of colour availability, very dark colours ..etc, this unique method can be taken as an option for light and medium shades. This process offers many advantages commercially and environmentally with very low exposure hazard.

High performance oil stain removers

CELLO NOVO ANTISTAIN PC

A technically advanced vegetable based concentrated liquid emulsifier , solubilize oily and greasy stains from all kind of fabrics and garments. It is ideal for coloured and white works when used in conjunction with Soaping agents from organic range. Product is completely derived from biological source and extremely safe to skin and all kind of fabric. Helps to remove organic oil, grease, food soil, tar, machine oil etc.

- Natural and safe to use.
- Effective in all type of cotton/ synthetic fabrics and garments.
- Removes tough grease and oil stains.
- Excellent in white and coloured linens.

OBA remover and dye stripper

OBAS 610

Optical brightener and anionic dyes stripper from cellulosic fabrics.

OBAS 610 is a special auxiliary to remove the OBA from cotton and cellulosic rich fabrics . It can also strip the anionic dyed cellulosic fabrics for re-dyeing. It can completely remove the OBA from the fabric surface after stripping treatment. OBAS 610 works as an excellent stripping agent for reactive dyes and other anionic dyes on cellulosic or its blends.

Traces of OBA or dyes residue present in the machine can interfere in subsequent dyeing leading to stains or shade change. These residues are successfully removed before dyeing by using OBAS 610. The product need to be washed off well with Novochlor Neutra After stripping.

- Excellent stripping agent for OBA and reactive dyes from cellulosic fabrics.
- Complete OBA can be removed with out traces.
- Minimal effect of fabric shade when re-dyeing.
- Easy application.
- No adverse effect on machinery or substrates.
- Safe formula.

Anti-microbial agent

ECHO ZAN BK

Anti-microbial finish

Textiles, by virtue of their characteristics and proximity to human body, provide an excellent medium for the adherence, transfer and propagation of infection-causing microbial species. Infection of textile materials is a result of microbial adherence on the surface, and it is one of the vital clinical complications, which causes a high rate of mortality.

- Protein coagulation.
- Disruption of cell membrane resulting in exposure, damage or loss of contents.
- Removal of free sulfahydryl groups essential for the functioning of enzymes.
- Substrate competition: a compound resembling the essential substrate of the enzyme diverts or misleads the enzymes necessary for the metabolism of cell and cause celldeath.

SUPER CONCENTRATED

BLD 520

Super concentrated certified non GMO immobilised liquid neutral enzymes

Unique enzyme concentrates for the defibrillation of fabrics under neutral process conditions. Works well at low temperature and this process can be combined with dye bath. Excellent defibrillation of finished goods with very minimal strength loss and improves the dyeability of treated fabric.

3% formulation - Dosage 1.5 – 2 %
6-8 % formulation - Dosage 0.7 – 1 %

NOVO ANTISTAIN PC

De-hydrated natural clay and agro waste based CMC as an alternative to polymer or surfactant based anti-back staining agent.

This product is a combination of natural agro-waste synthesized CMC with nano clay, having excellent ABS properties, enhance cellulase performances. This is highly concentrated product having excellent anti-back staining property and dye dispersing power. Novo anti stain pc improves the denim abrasion, support anti redeposition and clean up. The product is made in combination with layer clay and sodium carboxy methyl cellulose structural modified to for denim processing.

- High performance anti back staining agent form natural source.
- Synthesized product from agro-waste.
- Surfactant free
- Polymer or monomer free.
- Excellent dye dispersant and chelatent .
- Excellent product stability in denim process conditions.

8% formulation - 0.8 - 1% Dosage
13% formulation - 0.5 - 0.6% Dosage

NOVO SIL GEL CONC

Micro emulsion silicone gel for dilution and use

NOVOSIL GEL is a non yellowing super concentrated Nonionic Silicone - micro Emulsion used for the finishing of natural fibres, wool, synthetics, Micro fibres and their blends. The product is specially formulated as a textile softener and lubricant. This product also can be used for the production of filling materials used in pillow and quilt production.

- This product is in easily soluble gel form which has to be diluted before application.
- Please refer the Technical data for dilution guidelines.

NOVO E 888

Super concentrated certified non GMO immobilised powder neutral enzymes

Super concentrated neutral powder enzyme for denim garment abrasion finishes. This unique liquid neutral enzyme developed for the defibrillation (bio polishing) of indigo and other ring dyed garments with very minimal abrasion effect and strength loss. This could create new looks and feel on denim garments. This product is highly cost efficient which works well at low temperatures and wide pH conditions. Excellent feel, shine and with exceptionally clean fabric surface.

3% formulation - Dosage 1.5 – 2 %
6-8 % formulation - Dosage 0.7 – 1 %

NOVO SOFT LV 90 EXTRA

High performance fabric softener from renewable resources of vegetable origin

NOVOSOFT LV 90 EXTRA - C is a modified softening agent in concentrated paste form. The product is amphoteric charged, becomes cationic with acid pH to impart extra hand feel without affecting the whiteness and shade of fabric. It imparts a very smooth hand with high moisture absorption and anti static properties. The product is also having non yellowing properties which makes this product ideal for denim garment washing. The product is 100% vegetable origin and comes in Vegan class.

- 93.5% super concentrated product.
- Please refer the Technical data for dilution guidelines.

LP 70

Spandex protector, shrinkage control and anti-pilling agent.

LP 70 is a homo polymer used to protect spandex and stretch during denim processing. Garment strength retention, improves elastomeric properties, control shrinkage and improve yarn anti sliding properties, improve fabric softness, sewing strength and colour fastness.

- Protect spandex and improve stretch.
- Resist pilling.
- Shrinkage control
- Anti- slipping agent
- Enhance fabric smoothness.
- Improve fastness properties

25 % formulation - 2 - 4 % Dosage
50 % formulation - 1 - 2 % Dosage

NOTES

atlantic®
CARE CHEMICALS

UAE | Oman | Qatar | Bahrain | Egypt | Jordan | Kuwait | Madagascar
Kenya | Vietnam | Cambodia | Ethiopia | Tanzania | Mauritius | Indonesia | Myanmar | India | Sri Lanka
Bangladesh | China | Uganda | South Africa

www.atlanticchemicals.com

ATLANTIC CARE CHEMICALS PVT. LTD,
Plot No. VI/666 B&C Building No. XV/455 A, ID Plot, Vadackal (PO) Alappuzha, Kerala, India - 688003
Customer Care No: +91 9747 290 005
care@atlanticchemicals.com | www.atlanticchemicals.com