



BeSo[®]BRIGHT

- ▶ Brilliant, long-lasting optical white
- ▶ Suitable for all fibres
- ▶ Prolongs garments life cycle, and economically sustainable

Smart effects with character

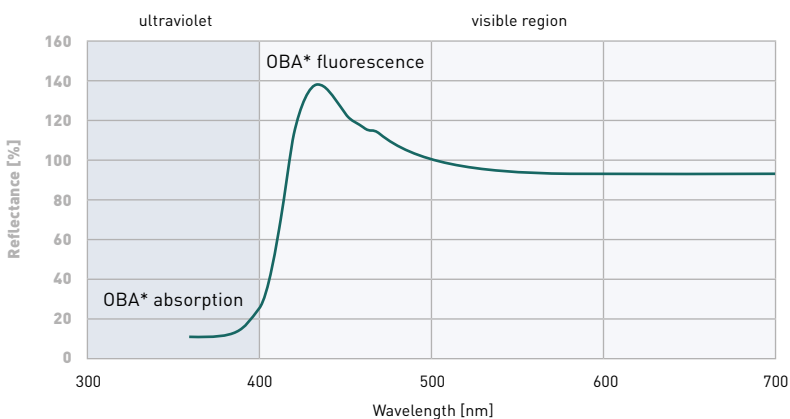
BeSo®BRIGHT – for a long-lasting brilliant white

White – friendly, tidy, professional. From shirt to sheet, from coat to cover, this classic will never go out of style. A little-known fact about white textiles is that their production is actually quite challenging. It takes the brightest minds to ensure that untainted newly bought brilliance lasts as long as possible and you can wear your beloved garments longer to reduce the environmental impact. Our **best solution** BeSo®BRIGHT lets white textiles shine on, without disturbing the environment.

BeSo®BRIGHT – just one of our smart effects with character.

How BeSo®BRIGHT works

Whiteness – reflectance spectra



BeSo®BRIGHT transforms the invisible UV light (<400 nm) into visible bluish-violet light and reflects more than 100%

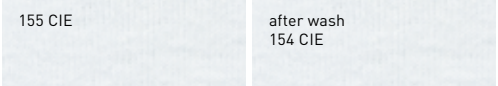
- ▶ Long-lasting whiteness and brightness
- ▶ Prolongs garment life cycle
- ▶ Prevents greying and yellowing even after multiple washes
- ▶ Applicable for woven and knit textiles
- ▶ On cellulose:
 - wash durability
 - acid stability
 - for all applications and especially for continuous applications with superior wash durability

Durable white

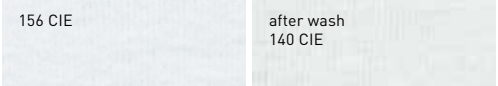
Before OBA*



BeSo®BRIGHT



Conventional



Performance of BeSo®BRIGHT compared to conventional products after three household wash cycles (60 °C)

- ▶ On polyester:
 - bright white and superior fastness
- ▶ On polyamide:
 - highest white effect
- ▶ Measured by:
 - visual evaluation
 - degree of whiteness/values regarding formula e.g. CIE, BERGER, GANZ
 - reflectance spectra

BeSo®BRIGHT



The BeSo®BRIGHT effect is equipped with:
TUBOBLANC.



Ø ZDHC
CONTRIBUTOR

Our products meet the highest standards.
Find out more at: www.cht.com/beso-bright

*OBA = optical brightening agent