



BeSo[®]EASY

- ▶ Improved shape and dimension stability
- ▶ Less creasing and wrinkling
- ▶ Easy-to-iron up to non-iron properties

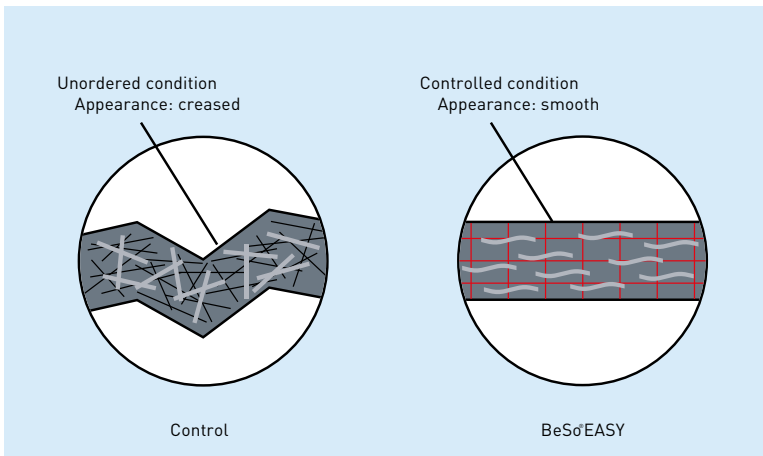
Smart effects with character

BeSo®EASY – always ready to go

We've all been there: you need to look presentable at a minute's notice, and the last clean shirt you pull from the hanger is wrinkly as a prune. BeSo®EASY will turn your frown upside down. It keeps garments free of wrinkles with an innovative anti-crease technology. BeSo®EASY means long-lasting and outstanding performance, while providing easy wash and care properties. BeSo®EASY is CHT's **best solution** for clothes to keep their shape, so you never have to worry about creasing again.

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

Reorganisation of the fibre direction



Our product system BeSo®EASY reacts with the cellulosic fibre and increases the crystalline fibre areas. The swelling of the fibre in water is reduced. Altogether the wet and dry crease tendency is decreased effectively.

- ▶ Formaldehyde-free
- ▶ Suitable for any fabric made out of cellulosic fibres
- ▶ Knitwear, like t-shirts and underwear, keeps its shape
- ▶ Woven articles, like shirting and trousers, show less shrinkage and reduced creases
- ▶ Measured by
 - crease recovery angle (ISO 2313)
 - smoothness appearance (AATCC 124/DIN EN ISO 15487)
 - determination of dimensional change (DIN EN ISO 3759)
 - tensile properties of fabrics (DIN EN ISO 13934-1)
 - tear properties of fabrics (DIN EN ISO 13937-1)

Effective crease protection



Control

With BeSo®EASY

BeSo®EASY



This finish is equipped with:

Selected auxiliaries from the product families REAKNITT and POLYAVIN.



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