



BeSo[®]LASTING

- ▶ Lasting colours
- ▶ Stay brilliant after multiple washes
- ▶ Look new for longer

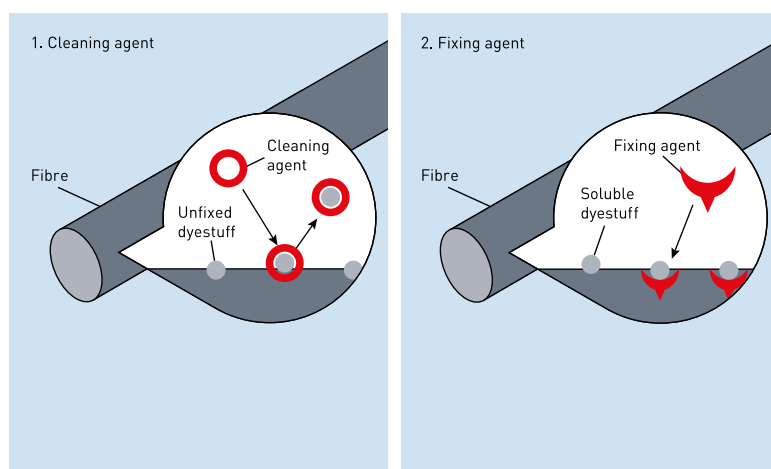
Smart effects with character

BeSo®LASTING – your high-performance colour fastness

You like to show your colours and your style with confidence? Enjoy new freedom with exceptional long-lasting colour brilliance in your beloved garments. Everyday! BeSo®LASTING is CHT's **best solution** that combines dyestuff and high-performance technologies to fasten colours in all fibres and blends, so your favourite clothes will look new for longer.

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

Works with two different technologies



1. High-performance fibre cleaning/
cleaning performance

2. Clever dyestuff anchoring system/
anchoring performance

- ▶ Universal toolbox with high-performance dyestuffs and auxiliaries
- ▶ Reach your colour fastness level
- ▶ Suitable for all fibres and blends
- ▶ Same true colour after multiple washes
- ▶ Extended life cycle of the garment
- ▶ Simply the best quality

- ▶ Measured by
 - wash fastness (DIN EN ISO 105-C06/C2S)
 - water fastness (DIN EN ISO 105-E01)
 - perspiration fastness (DIN EN ISO 105-E04)
 - rubbing fastness (DIN EN ISO 105-X12)
 - chlorinated water fastness (DIN EN ISO 105-E03)
 - light fastness (DIN EN ISO 105-B02)

Effectively enhancing fastness



Control Control
With BeSo®LASTING With BeSo®LASTING
Colour fastness results: contact and rubbing fastness

BeSo®LASTING



This high-performance colour fastness is equipped with:

Dyestuffs from our Bezema Colour Solutions product ranges BEZAKTIV HP, BEMACRON HP, BEMACRON Selection and BEMAPLEX D.
Selected auxiliaries from the following product families:
COTOBLANC, REWIN, REVOFIX, REDULIT, INTENSOL and PAFIX.



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