

ARKEMA

RHEOSOLVE™

# RHEOLOGY & SPECIALTY ADDITIVES

Solutions for **Household & Industrial Cleaning**



# Giving perspective to the challenges faced by the cleaning market ...

## PERFORMANCE

Brands want to deliver products to consumer that make life easier while still raising the performance: they endorse a “less is more” approach.

## COST

Consumer’s habits are shifting towards cost-saving behaviour that will now live on. Brands need to rely on cost competitive ingredient without compromise on performance.

## SUSTAINABILITY

Consumer habits are moving toward energy saving like cold-water washing while limiting their impact on the planet. Ingredients with lower CO<sub>2</sub> emission and locally available are now a must.



... **with solutions** ever closer to your needs

### INNOVATION AND R&D

Global R&D network

Patented innovations

Strong formulation expertise

Customer oriented technical support

### ARKEMA SYNERGIES

Internally back integrated in acrylic monomers

Synergy and co-development with other ingredients offered by Arkema, including surfactants

### A COMPLETE PORTFOLIO

A wide range of solutions for the consumer and professional market

Commercial and tailor-made solutions

A global footprint to provide local service to your business

# Arkema **fully committed** to the United Nations' 2030 agenda

In a world grappling countless economic, environmental and social challenges, Arkema aims to provide its customers with sustainable and innovative solutions that contribute to the United Nations Sustainable Development Goals (SDGs), and to rank among the best in the industry.



## Focus on **Mass Balance** approach

**A bio-based offer using mass balance approach to transition to a more circular and lower carbon economy**

Arkema is now proposing a brand-new bio-based acrylic materials offer using the “Mass Balance” approach. This new offer allows our customers to benefit from a product range coming from renewable feedstocks with a lower carbon footprint compared to the fossil version.



# RHEOSOLVE™<sub>D</sub> DISPERSING AGENTS

Provide **anti-scaling**  
& **prevention of soil** deposition

Product name	Key features	Builder system				
		Carbonate/ bicarbonate	Citrate	Silicate	Phospho- nate	Phosphate
<b>Rheosolve™ D 2AS</b>	Scale inhibitor especially for scale of CaCO <sub>3</sub>	● ● ●	● ● ●	●	●	●
<b>Rheosolve™ D 5AS</b>	Good balance between anti-scaling and dispersing performance	● ● ●	● ● ●	●	●	●
<b>Rheosolve™ D 5S</b>	Neutralized version of Rheosolve™ D 5AS	● ● ●	● ● ●	●	●	●
<b>Rheosolve™ D 12AS</b>	Good balance between anti-scaling and dispersing performance Stabilize phosphonate	●	●	● ● ●	● ● ●	● ● ●
<b>Rheosolve™ D 12ASG</b>	Granulated version of Rheosolve™ D 12AS	●	●	● ● ●	● ● ●	● ● ●
<b>Rheosolve™ D 15AS</b>	Innovative product with good balance between anti-scaling and dispersing performance at lower dosage	● ● ● ●	● ● ● ●	● ●	● ●	● ●
<b>Rheosolve™ D 15ASG</b>	Granulated version of Rheosolve™ D 15AS	● ● ● ●	● ● ● ●	● ●	● ●	● ●

All above products available with Mass Balance

## I&I focus products

<b>Rheosolve™ D 70S</b>	Dispersant providing low viscosity slurries	Processing aids for spray-dry powder manufacturing
<b>Rheosolve™ D 35S</b>	Excellent dispersion properties of inorganic scale	I&I dishwashing and laundry care
<b>Rheosolve™ D 90AS</b>	Very efficient anti-redeposition additive	Product for I&I application with anti-redeposition needs

# RHEOSOLVE™ T RHEOLOGY MODIFIERS

## Adapt the rheological behaviour to the end use of your formulation

### HEUR | Hydrophobically Ethoxylated Urethane

Product name	pH range	Key features	Typical use
Rheosolve™ T 450	2 to 8	Designed for acidic formulations, hydrogen peroxide and cationic formulation	Toilet care, fabric conditioners, hydrogen peroxide containing formulations

### HASE | Hydrophobically modified Alkali Swellable Emulsions

Product name	pH range	Key features	Typical use
Rheosolve™ T 633	7 to 14	Specially designed for high pH	Liquid laundry I&I
Rheosolve™ T 635	7 to 12	Good thickening efficiency, thixotropic effect, strong holding power on vertical surface	Hard surface cleaners
Rheosolve™ T 637		Provides thickening properties to various type of detergency formulations	Liquid laundry, hard surface cleaners
Rheosolve™ T 638		Provides superior thickening properties to various type of detergency formulations	Liquid laundry, hard surface cleaners
Rheosolve™ T 650		Designed of high surfactant content formulations	Concentrated liquid laundry (+ 20% surfactants)

### ASE | Acrylic Swellable Emulsion

Product name	pH range	Key features	Typical use
Rheosolve™ T 700S	7 to 12	Easy suspension for cleaning formulation	Abrasive surface cleaner, liquid laundry & dish wash
Rheosolve™ T 701S		Easy suspension for cleaning formulation INCI: acrylate copolymer	I&I liquid hand wash

# MA

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