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Technical Spec Sheet
Tide Professional Whiteness Enhancer

Start of Ship: September 2010

Rationale: Aged cotton or cotton blends can start to take on slight yellow or grayish color for a variety of reasons. Just loss of cotton from cotton/poly blends can start to look off-white. Age in general can cause yellowing (think old newspapers) and high residual chlorine from poor rinsing or even high chlorine content in the water can contribute to slight yellowing from the heat of the dryer or wash process. The Whiteness Enhancer noticeably whitens linens and was designed to compliment Clorox's stain fighting effect. As a reminder, Clorox does deliver superior bleachable stain removal, which are usually most noticeable on whites and because of that, its effect is often shortened to 'whitens'. So, the Whiteness Enhancer rejuvenates yellowed fabrics to white again, keeping them white longer. It also brings all the linens closer together in overall color to avoid mixing and matching for the rooms. The Whiteness Enhancer's technology has threefold basis:

1. We have added a bleach stable brightener. When put down on the final rinse it does not get reduced by bleach and excess rinsing so therefore makes the fabrics appear brighter.
2. There is also a transitive violet dye that gives a hint of blue color to the fabric which is a key driver in making a white item look whiter. It moves the measurable and visual spectrum from yellow to blue and the items are whiter in appearance.
3. It also contains a powerful bleach scavenger that has the capacity to reduce a significant amount of chlorine. Used in the final rinse can pretty much guarantee no bleach carryover to the dryers and therefore eliminates yellowing from bleach residue.

Product Usage: The product is added in the final rinse. It is preferable if using Downy that Downy be added in the same bath with a 60 second delay. Same delay if using a starch product. Small tubing and squeeze tube should be used. A new mating cap is required for use. It will be a green mating cap but is NOT the same cap as used on the green Tide Specialty detergent used today. These caps are not interchangeable. You likely need to install a pump in the fourth bay depending on what the setup is today. For new installations order a pump bay with the total number of pumps needed. The product should be used on cotton or cotton/poly blends. It can be used on polyester but you will not see a significant whiteness benefit in the rejuvenation process but will benefit on polyester from the chlorine scavenger and brightener. Net, the dosing tool will only have dosing for cotton containing items – but can be used on polyester if you feel you are having issues as a result of high chlorine content.

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Dosage: The dosing is a two stage process. Stage one is a higher dose to rejuvenate all the par(s) at the property then move to the "maintenance" dose to keep the linens white. The rejuvenation level should be left in place for about one month or until you are confident all the linens have gone through at least 1, preferably 2 times. To note – the benefit you will see is highly dependent on the starting condition of the linens. If they are fairly new you may see very little benefit. If they are not so good you may see a very big, before your eyes, change in appearance.

Rejuvenation Dose:

Item:	**Ounces per 100 pounds:**
Sheets, towels, pillowcases, rewash, white blended napery and cotton duvets.	3.7

Maintenance Dose

Sheets, Pillowcases	2.4
Towels/ cotton content Duvets	1.4
White napery if cotton content	2.4
Rewash	1.9
Chlorine control only (i.e. polyester items if needed).	1.4

Questions? 1-888-4PGPROLINE