



CHEMICALS

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*Laundry
Environmental
Stewardship*

NEUTRA SOFT

DESCRIPTION

NEUTRA SOFT is a multifunctional fabric softener and neutralizing agent for use on all types of fabrics.

PERFORMANCE

NEUTRA SOFT is a surface active agent possessing properties which overcome harshness in fabric which may be characteristic of the fabric itself or the result of the laundering process. Commonly used ingredients of fabric softeners are cationic compounds such as the imidazoline and quaternary ammonium products. These cationic surfactants ionize in solution yielding positively charged ions. Cellulosic fibers, such as cotton, have a negative electrical charge when wet and consequently, attract and hold the positively charged ions to their surface. Additionally, fabric pH is lowered through use of **NEUTRA SOFT** preventing grey-down due to alkali carryover.

BENEFITS OBTAINED FROM THE USE OF NEUTRA SOFT

- Reduces excessive wrinkling.
- Shortens extraction time.
- Reduces drying time, conserves energy
- Makes shake-out and pressing easier
- Makes pulling loads easier.
- Imparts fluffiness to treated fabric
- Helps prolong life of fabrics.
- Reduces static.
- Helps avoid sticking washer doors.
- Reduces and helps to control lint.
- Articles ironed or pressed have smoother finishes.
- Improves "hand" and "luster" of treated textiles.

DIRECTIONS

Apply **NEUTRA SOFT** as received to the final wash operation at the rate of 2 - 3 oz. per 50 lb. of wash in cold or split temperature water.