

Technical News Release

A publication of the Technical Support Services Department of INTERCON CHEMICAL

QUADRA COLOR CHANGE

Intercon announces a change in product color for our solid laundry detergent, QUADRA. The product had formerly been colored blue by addition of a coloring agent. This agent had no brightening, destaining or “blueing” effects and was part of the formula only to cause the product appearance to conform to many customers’ expectations, primarily through their familiarity with retail detergent powders.

The product under its’ blue appearance proved to have inherent difficulties in its’ long term color stability, particularly under hot , humid conditions as are found in virtually all institutional laundry operations. This led to a splotchy, blue-white appearance which many customers perceived as inconsistent manufacture and therefore unreliable concentration. The product was, and is, consistent in its’ manufacture and has always been within its’ established Quality Management specifications, however the appearance certainly did not strike the customers’ as a positive thing.

With all this in mind, we decided to remove the dye and bring a white product t the market. While the user perceptions about laundry detergent colors still may be a factor, it is also true that institutional products are a completely different breed and don’t necessarily fit the “retail” mindset. Additionally, since the color is irrelevant to the performance of the product, it can only help to eliminate any potential questions about the product quality and performance, allowing the laundry mangers and operators too get on with the business of producing clean linens.

If you have questions about this or any other Intercon product, please call Intercon Technical Services at (800) 325-9218 ext. 580.