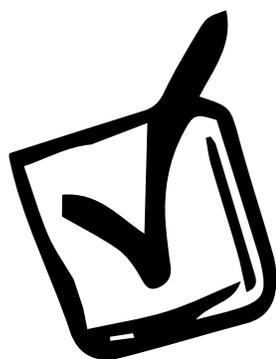


Lavergy®

Guide to Laundry detergent enzymes



Consumers desire better laundry solutions



Consumers are on the lookout for laundry detergents that go beyond the basics.

Imagine a detergent that not only tackles stubborn stains but also comes at a price that doesn't break the bank. Additionally, the same detergent is kind to the environment, works wonders even in cold water, and keeps your clothes looking vibrant for longer.

These are the qualities that modern consumers desire!

Q: What would you want your most often used brand to improve on? (choose up to 3); Top 5 responses



Why choose enzymes for laundry detergents?

Enzymes are ubiquitous in nature. Biological systems—plant, fungal and animal—use enzymes to break down organic materials and extract use from them. Enzymes are biological molecules that act as catalysts, speeding up chemical reactions. From mushrooms breaking down dead wood to our saliva breaking down starchy foods like cheese puffs, enzymes play a significant role in these often-overlooked processes.

Similarly, enzymes play an important role in everyday cleaning, from removing stains in laundry to clothes and cleaning dishes in an automatic dishwasher. In the world of laundry detergents, enzymes have become a game-changer, offering powerful cleaning capabilities that consumers desire.

Benefits of using enzymes in detergents

- **Improved cleaning power:** Enzymes work on specific types of stains, making enzymatic detergents better at removing tough stains than non-enzymatic products.
- **Cold water washing:** Being nature's catalysts, several enzymes are designed to work better at lower temperatures, enabling consumers to get the same (or better) cleaning outcome even in cold water conditions. By dialing down the wash temperature, consumers can also save on energy costs.
- **Extending fabric life:** Detergents containing care cellulases can help remove microfibrils from fiber surfaces, ensuring that clothes remain soft and vibrant over time. This can also extend the life of fabrics.
- **Sustainable cleaning:** By design, enzymes are naturally biodegradable. Additionally, their extra cleaning power can reduce the need for harsh chemicals in detergents, making detergents more environmentally friendly.





Lavergy® A comprehensive range of enzymes

Building the right enzyme-based detergent

- **Cleaning needs:** Consider the most common household stains that end up on clothes and are difficult to remove. Consider whether a good cleaning also means fabric care. Formulating a laundry detergent that contains the right enzymes can help to tackle both stain removal and fabric care needs
- **Washing conditions:** Preferred wash temperature and cycle are also critical when choosing a laundry detergent. If a quick and cold cycle is preferred by households, formulating with BASF enzymes that works effectively, even at low temperatures
- **Fabric types:** Type of fabrics that go in a laundry load also plays a significant role in formulating a detergent. For example, if consumers are washing a mixed load, consider having enzymes that can not only provide the stain removal but also, provide additional benefits like anti-redeposition or anti-graying



40%

Of EU consumers desired their preferred laundry brand to enhance cold water performance

Source: BASF Survey on EU Laundry Habits 2025
(n=1305)

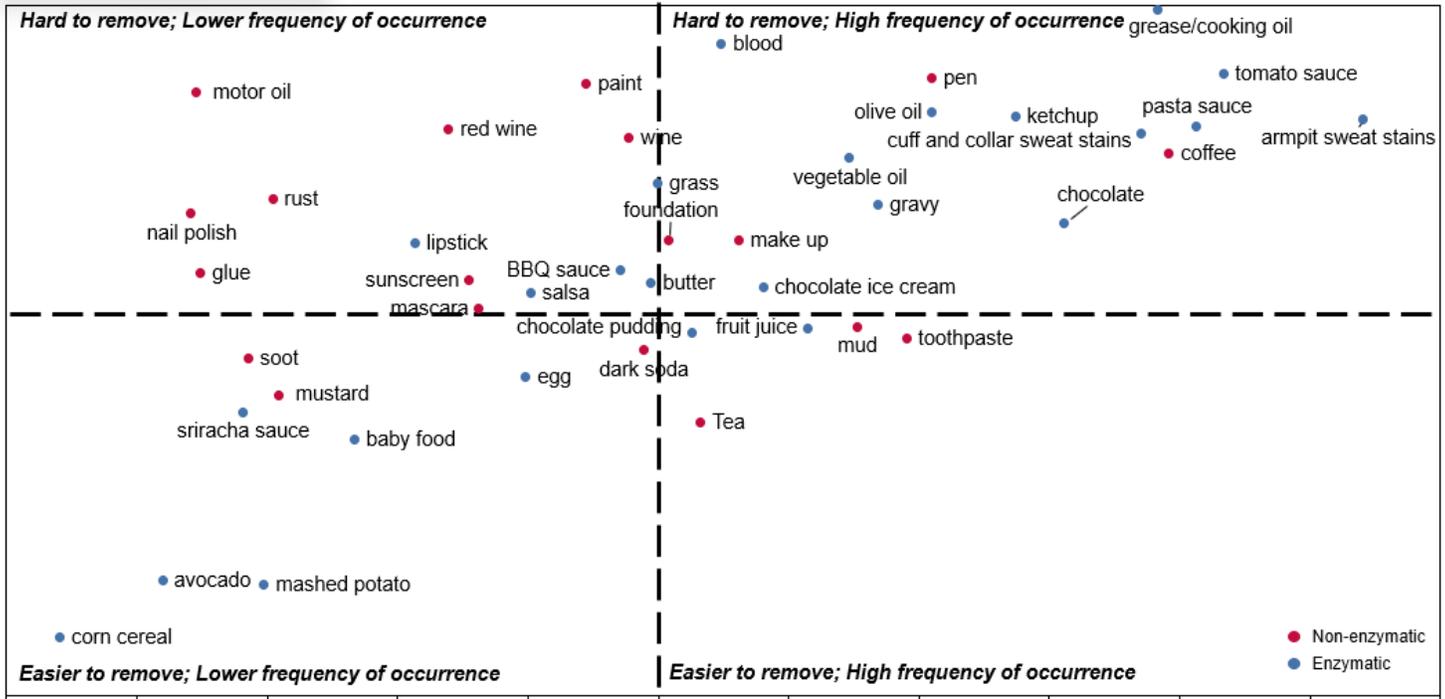


Stain removal



Despite the wide range of laundry detergents on shelves, EU consumers are still challenged by various stains while doing laundry

Relative difficulty of stain removal (n=1305)



Relative frequency of stains (n=1305)

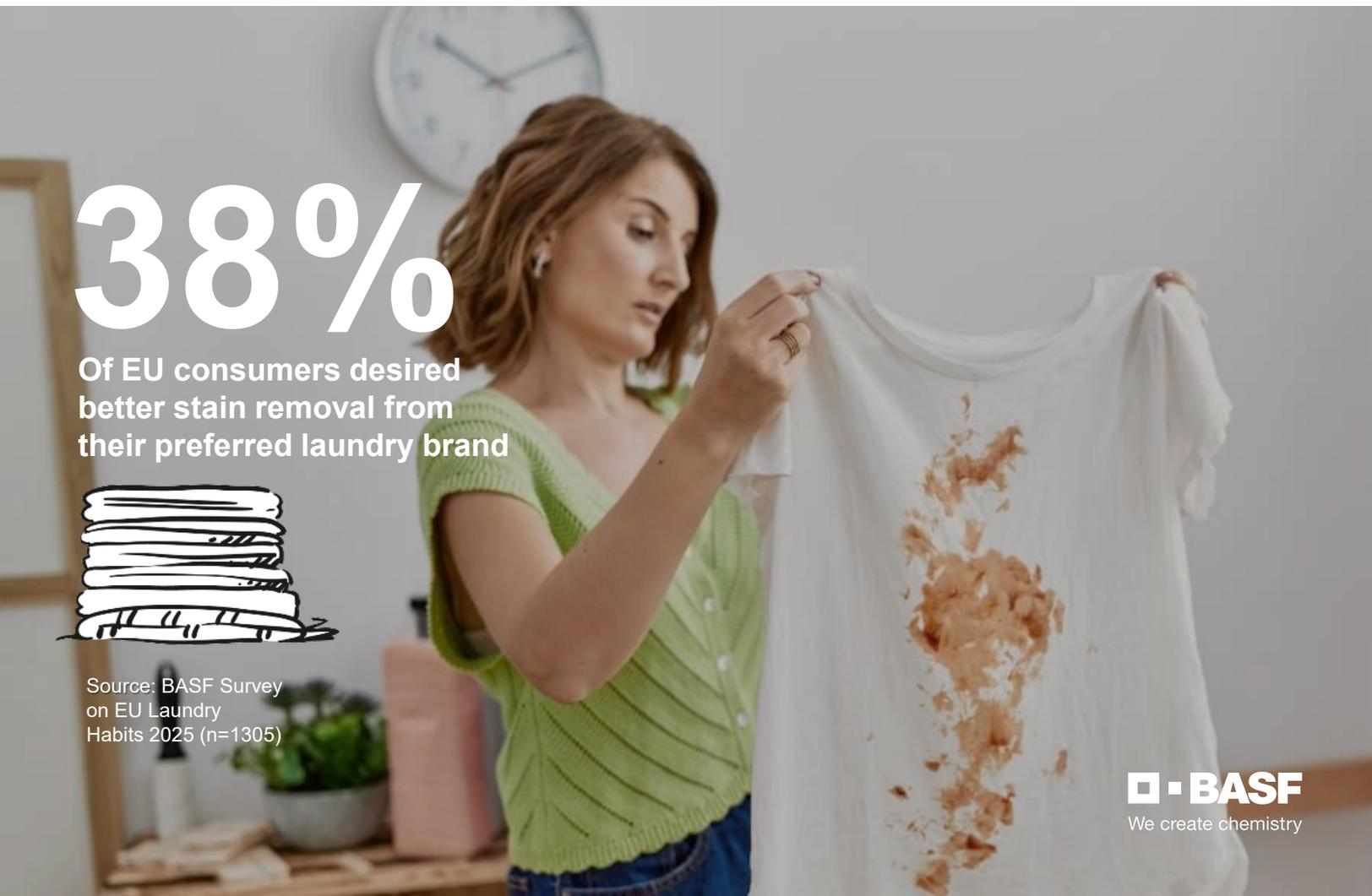
Source: BASF Survey on EU Laundry Habits 2025

38%

Of EU consumers desired better stain removal from their preferred laundry brand



Source: BASF Survey on EU Laundry Habits 2025 (n=1305)



Lavergy® Stain removal product range



Product Name	Enzyme Class	Form	Benefits
Lavergy® Pro 106 L	Protease	Liquid	Removes protein stains
Lavergy® Pro 106 LS	Protease	Liquid	Boron stabilized protease
Lavergy® Pro 114 LS	Protease	Liquid	Non-boron stabilized protease
Lavergy® A Star 100 L	Amylase	Liquid	Removes starch stains
Lavergy® M Ace 100 L	Mannanase	Liquid	Removes gum stains
Lavergy® L Pace 100 L	Lipase	Liquid	Removes oily stains

Improved cleaning benefits in 20°C wash vs. current benchmarks



No mannanase



Market benchmark



Lavergy® M Ace 100 L

Results seen at 20 °C wash temp, 20 min. wash cycle, Vienetta Ice (CFT-KC-H175)

Fabric & Color care

20%

Of EU consumers desired
extend look and feel of
clothes from their preferred
laundry brand



Source: BASF Survey on EU Laundry
Habits 2025 (n=1305)



Enhance fabric appearance by using Lavergy® C Care 100 L in your
detergent formulation

Reduced pills and fuzz
when washed with
Lavergy® C Care 100 L



Fuzz & pills on fabric surface
when washed without
Lavergy® C Care 100 L

Lavergy® Fabric & color care product range



Product Name	Enzyme Class	Form	Benefits
Lavergy® C Bright 100 L	Cellulase	Liquid	Anti-redeposition; Anti-graying
Lavergy® C Care 100 L	Cellulase	Liquid	Fabric and color care

Color care benefits that you can see vs. market stable care cellulase benchmark

Lavergy® C Care 100 L– 20 washes

Market Benchmark– 20 washes

No enzymes– 20 washes

Ecolabels

Lavergy® Cleangredients listed & Biobased range



Product Name	Enzyme Class	Biobased %	Suitable for EU Ecolabel, Blue Angel, Nordic Swan etc.? *
Lavergy® Pro 106 L	Protease	Ask for details*	Yes
Lavergy® Pro 106 LS	Protease	Ask for details*	Yes
Lavergy® Pro 114 LS	Protease	Ask for details*	Yes
Lavergy® A Star 100 L	Amylase	95%	Yes
Lavergy® M Ace 100 L	Mannanase	95%	Yes
Lavergy® L Pace 100 L	Lipase	100%	Yes
Lavergy® C Bright 100 L	Cellulase	95%	Yes
Lavergy® C Care 100 L	Cellulase	100%	Yes

*Reach out to your BASF representative for more information

18%

Of EU consumers desired their preferred laundry brand to be more environmentally friendly

Source: BASF Survey on EU Laundry Habits 2025 (n=1305)



BASF
We create chemistry

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Safety

We know of no ill effects that could have resulted from using our products for the purpose for which they are intended and from processing them in accordance with current practice. According to the experience we have gained up to now and other information at our disposal, our products do not exert any harmful effects on health; provided, that they are used properly, due attention is given to the precautions necessary for handling chemicals, and the information and advice given in our safety data sheet are observed.

Labeling

Details about the classification and labeling of our products and further advice on safe handling are contained in the current safety data sheets.

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