



## **Benetex® Optical Brighteners- optimized to improve customer manufacturing efficiency**

- Benetex OB Plus - ultra fine powder

Mayzo has a family of Optical Brighteners (OB) for use in adhesives, coatings, inks and sealants. Optical Brighteners are used:

- to increase whitening/brightening of white or clear coatings, sealants and inks
- as a tracer to QC coating thickness of adhesives and coatings
- to provide a fluorescent effect or security feature on labels

## **Mayzo Custom Solutions Application Example:**

Optical brightener typically needs to be milled in order to disperse the product more easily during manufacturing. Mayzo provides this milling service under tight quality control to help ensure that customer's achieve process efficiency. Customers can save 8-24 hours, by not having to mill. This represents a huge savings through increased productivity. Also, their screen printing customers' need a fine particle size to prevent screen blockage. Therefore, Mayzo's Benetex OB Plus ultra-fine particle size can offer our customer's customer, the screen printer, a benefit in productivity by decreasing screen cleaning.

### **Summary of Benefits of Benetex OB Plus:**

- Reduction in processing time –no need to mill product
- More uniform coverage in the final product
- A benefit to our customers' customer in increased productivity due to less maintenance down-time