

ayflower®




NEW GENERATION  
FABRIC  
SOFTENER

[in](#) [@](#) [f](#) ayfloweroil / ayflower.com.tr

  
**BAYKEMİ**  
Tekstil ve Endüstriyel Kimya



# **A Familiar Product for A Sustainable World**

   [ayfloweroil](https://www.ayfloweroil.com) / [ayflower.com.tr](https://www.ayflower.com.tr)



**ayflower<sup>®</sup>**

- » What is Ay Flower product?
- » What is the main source of Ay Flower?
- » Why was this source chosen?
- » Why is an alternative production looking for a new source?
- » What kind of a result was achieved with the final product of Ay Flower at the targeted point and what industries could be preferred as alternative?



[in](#) [@](#) [f](#) ayfloweroil / ayflower.com.tr

# WHAT IS AY FLOWER PRODUCT

Its a new generation industrial fabric sotener that obtained by using new fatty acid (Sunflower Oil) and modified production processes which we aim to be used instead of classical softeners with fatty acid used in the industrial textile industry



   [ayfloweroil / ayflower.com.tr](https://www.ayfloweroil.com)

# WHAT IS THE MAIN SOURCE OF AY FLOWER

Sunflower is the main source of Ay Flower and It's one of the most produced fatty acids in the nature, Food industry is the general area using that obtained from the Sunflower plants which has a dense agricultural area and production.





[in](#) [@](#) [f](#) ayfloweroil / ayflower.com.tr

# WHY WAS THAT SOURCE CHOSEN?

All of the classical softener groups used in the textile industry are obtained by amitizing imported softening products. And stearic acid creates the main raw material of the final product. Prices, due dates and amounts of imported softening products change during the year.



   [ayfloweroil / ayflower.com.tr](https://www.ayfloweroil.com)

# WHY WAS THAT SOURCE CHOSEN?

Changing of the prices, due dates and amounts during the year creates an inconsistency in terms of finance and results in a negative situation for the manufacturer companies. Sunflower oil provides a more comfortable use in terms of product quality and supplies since it is domestic production.



[in](#) [@](#) [f](#) ayfloweroil / ayflower.com.tr

## WHY WAS THAT SOURCE CHOSEN?

The final product ( Ay Flower - Functionel Fabric Softener ) obtained by use of sunflower oil and new production process has hydrophilic character. Even though it is one of the most sought features in textile finish process, a final product with hydrophobic character cannot be obtained from the production provided by classical (current) softener.





[in](#) [@](#) [f](#) ayfloweroil / ayflower.com.tr

## WHY WAS THAT SOURCE CHOSEN?

In addition to this, the finished product obtained from the use of sunflower oil and new production process provides more color brightness and exhibit a more advanced product structure compared to the classical (current) product.



[in](#) [@](#) [f](#) ayfloweroil / ayflower.com.tr

## WHY WAS THAT SOURCE CHOSEN?

Ay Flower has a significant place in today's industrial textile industry and throughout the whole world in line with the "sustainability" principle. Sunflower which is accepted as the main product in agricultural production and has high adaptability; the fact that it can grow under dry and wet conditions, suitable for mechanization from its plantation to harvest, are the superior features of its agriculture.





[in](#) [@](#) [f](#) ayfloweroil / ayflower.com.tr

# WHY WAS THAT SOURCE CHOSEN?

Considering all these features using Sunflower oil as an alternative product and the contributions it will provide to agriculture are undeniably big. And the raw material produced in a field of agriculture can create a field of use for itself.





[in](#) [@](#) [f](#) ayfloweroil / ayflower.com.tr

## WHY WAS THAT SOURCE CHOSEN?

On the other hand, stearic acid that is imported and used in today's fabric softeners, is mainly obtained from palm plant (Palm Oil Acid) industrially. This fatty acid with high saturated fat is mainly produced at planted areas in Indonesia, Malaysia and China.



in @ f ayfloweroil / ayflower.com.tr

# WHY WAS THAT SOURCE CHOSEN?

Production of palm oil causes climate changes, air pollution and soil erosion. Also millions of hectares of natural areas are destroyed annually in order to produce palm oil, and this destruction severely damages nature and habitats.





   ayfloweroil / ayflower.com.tr

# WHY WAS THAT SOURCE CHOSEN?

The effect of palm oil on human health has become a big matter of debate. According to the research conducted by World Health Organization, palm oil causes various heart diseases, early deaths and respiratory tract diseases. At the same time, there are some serious factors such as insufficient birth control, low breastfeeding rates, lack of childcare opportunities and insufficient mother health due to low working opportunities of women employed in this industry.

On the other hand, Sunflower oil has a more familiar and reliable attitude thanks to its environment friendly identity.





in @ f ayfloweroil / ayflower.com.tr

# ALTERNATIVE INDUSTRIES

Our start point for producing the Ay Flower softeners that used in the textile finish procedures as we mentioned at the beginning of our presentation. However, with the alternative stearic acid amid (Ay Flower) obtained from the use of sunflower oil; the use of Ay Flower shall be possible in other industries such as cosmetic and detergent.



**ayflower**<sup>®</sup>

[in](#) [@](#) [f](#) ayfloweroil / ayflower.com.tr