

STARIND PVPs and STARCLEAR PVPP

Polymers for Stronger Tabs and Cleaner Laundry



PVP K
Polyvinylpyrrolidone
Povidone

PVP/VA
PVP/VA Copolymer
Copolydione

PVPP

Polyvinylpyrrolidone
Crospovidone

Dye Transfer Inhibitor
Gloss and Shine Enhancer
Anti-Redeposition Agent
Film Former
Tablet Binder
Superdisintegrant

Performance Polymers for Stronger Tabs and Cleaner Laundry



PVP K

Polyvinylpyrrolidone
Povidone

CAS No.: 9003-39-8



PVPP

Polyvinylpolypyrrolidone
Crospovidone

CAS No.: 25249-54-1



PVP/VA

PVP/VA Copolymer
Copovidone

CAS No.: 25086-89-9

Main Functions:	PVP K	PVPP	PVP/VA
Anti-Redeposition	X		
Dye Transfer Inhibitor	X		
Film Former			X
Tablet Binder	X		X
Superdisintegrant		X	

Product Range

Brandname	Powder Grades	Solution Grades (Preservative customizable)
PVP K Series - Polyvinylpyrrolidone – Povidone - INCI Name: PVP		
STARIND	K25P	-
STARIND	K30P	K30 30%S
STARIND	K90P	K90 20%S
STARIND		K90 25%S
PVPP - Polyvinylpolypyrrolidone - Crospovidone - Crosslinked PVP		
STARCLEAR	F	-
PVP/VA - Vinylpyrrolidone/Vinyl Acetate Copolymer - Copovidone - INCI Name: VP/VA Copolymer		
STARIND	VA64P	VA64 50%S
STARIND	-	VA73 50%S

Why Does STARIND PVP K Lead to Cleaner Laundry?

STARIND PVP K delivers cleaner laundry by preventing both dye transfer and soil redeposition through two complementary actions:

1. Dye Transfer Inhibition – via Lactam–Dye Interaction

STARIND PVP K has a lactam ring that forms hydrogen bonds with dye molecules released during washing. By binding these dyes and keeping them dissolved in the wash liquor, STARIND PVP K prevents unwanted color transfer and preserves fabric brightness.

2. Anti-Redeposition – via Colloidal Stabilization and Protective Hydration Film

STARIND PVP K adsorbs onto soil particles, forming a hydrophilic coating that keeps them suspended in the washing solution. At the same time, STARIND PVP K creates a thin, protective hydration film on fabric surfaces, which helps prevent soil from redepositing and keeps textiles cleaner and smoother.

STARIND PVP, PVP/VA and STARCLEAR PVPP Application Benefits

Available in

- Different Viscosities
- As Powder and Aqueous Solutions
- Different Concentrations
- With or Without Preservative
- Customized
- Drums and IBCs

Overall Benefits:

- Increased Supply Security
- Cost Optimization
- High Batch to Batch Consistency
- Reliable Supply
- Lean Vendor Onboarding
- Excellent Regulatory Documentation
- Transparent, Timely Communication

Applications	Products	Functions	Dosage Level	Comments
Laundry Detergents · Powders · Liquids · Tabs	STARIND PVP K30P	Anti-Soil Redeposition Agent Dye Transfer Inhibitor Binder	0.3 - 1 wt% (powder) 0.2 - 0.8 wt% (liquid)	Different viscosities available as dry powders (P grades) and liquid aqueous solutions (S grades). Preservative addition can be customized. Due to the higher Tg of PVP K30P compared to VA64P it remains stable and water-soluble at washing temperatures without becoming sticky.
	STARIND PVP K30P	Dispersant Rheology Modifier	0.02 - 0.5 wt%	Stabilizes suspended particles (soil, enzymes, dyes) in liquid detergents. Forms clear solutions without excessive viscosity build-up.
	STARIND VA64P	Anti-Redeposition Agent Dye Transfer Inhibitor	0.3 - 1 wt% (powder) 0.2 - 0.5 wt% (liquid)	Easy to use and stable in liquid detergents. In liquid formulations, VA64P is typically applied at the lower end of the dosage range compared to PVP K30P.
Tabs · Dishwasher · Laundry	STARIND PVP K30P	Binder (wet granulation)	2 - 6 wt%	Preferred for wet granulation due to good solubility and efficient binding performance.
	STARIND PVP K90P	Binder (dry granulation / direct compression)	0.5 - 2 wt%	High molecular weight enables lower dosage while maintaining tablet strength and mechanical integrity.
	STARIND VA64P	Binder Film Forming	2 - 6 wt%	Produces more flexible and less brittle matrices than PVP K; suitable for hot-melt and film-forming applications.
	STARCLEAR PVPP F	Superdisintegrant	2 - 5 wt%	Very effective even at low concentrations. Fast swelling enables rapid tablet break-up through multiple disintegration mechanisms.
PODs (unit-dose liquid laundry detergents)	STARIND PVP K30P or STARIND VA64P (used in PVA-based films)	Dissolution Control Flexibility Adjustment Humidity Resistance	5 - 30 wt% of total polymer blend (addition to the film matrix; typically 3 - 20 wt% of final POD film)	PVP K30P is known to support film dissolution, while VA64P is known to contribute to improved flexibility and humidity tolerance in PVA-based water-soluble film formulations (e.g. mono-layer or multi-layer films).
Liquid Surface Cleaners · Glass Care · Dish Care	STARIND PVP K30P STARIND PVP K90P	Surface Shine Enhancer	0.1 - 0.5 wt%	Forms highly glossy, easy-to-remove films with moderate flexibility. PVP K30P is preferred for low-viscosity, clear formulations and fast dissolution, while PVP K90P is preferred when higher film strength, gloss level and surface adhesion are required.
	STARIND VA64P	Film Former Anti-spotting Gloss & Surface Protection Solubilizer	0.2 - 1 wt%	Less hygroscopic than PVP. Lower Tg enables elastic, non-cracking films and supports lasting gloss, anti-spotting and flexible protective films.

Functionality-Related Characteristics

	STARIND PVP	STARIND PVP/VA	STARCLEAR PVPP
Appearance	White to off-white powder or flakes.	White or off-white powder.	White or off-white powder.
Odor	Faint characteristic odor.	Faint characteristic odor.	No smell or slightly characteristic odor.
Solubility in Water	Dissolves completely in hot and cold water.	Lower water solubility due to the hydrophobic vinyl acetate component.	Practically insoluble in water ($\leq 0.5\%$)
Solubility in Other Media	Soluble in many organic solvents, including alcohols (methanol, ethanol), and some chlorinated solvents (chloroform, methylene chloride).	Soluble in a variety of polar and non-polar solvents, including alcohols and some chlorinated compounds.	Insoluble in common organic solvents.
pH (1% susp. in water)	3.0 ~ 7.0	3.8 ~ 6.0	5.0 ~ 8.0
Glass Transition Temperature (T _g)	K30P ~ 165°C, K90P - 175°C	VA64P ~110°C	-
Film Formation	Forms clear, comparatively hard and stiff films; may become brittle under dry conditions.	Forms clear, tough, more flexible and elastic films with reduced brittleness.	No film formation.
Hydration Absorbing	Attracts water (++).	More resistance to moisture (+).	Moisture sensitive, wicking and swelling effect.
Adhesion	Good adhesion, particularly to polar substrates (+).	Enhanced adhesion to both polar and non-polar surfaces (++).	N/A Accelerates fast disintegration of solid dosage forms.
Gloss Level	Creates a soft, natural shine film; enhances appearance of smoothness.	Provides stronger and more pronounced gloss.	N/A

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pvp-chem-agency.com/products/sample-request-form



Safe and Sustainable Polymer Chemistry

STARIND PVP, PVP/VA, and PVPP are **physiologically inert, non-toxic polymers** used in modern detergent and personal care formulations.

Polyvinylpyrrolidone (CAS 9003-39-8) is listed on the U.S. EPA Safer Chemical Ingredients List, confirming its favorable human and environmental safety profile.

Contact SSP's Global Agent – Your Service Point



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SSP recommends that customers independently test and evaluate their products and processes to determine the effectiveness of SSP products in their specific applications.