

PRODUCT NOTE

LABSA 96% & LABSA 90%

A simple guide for identifying the right industrial end-user / buyer

1. What is LABSA?

LABSA stands for Linear Alkylbenzene Sulphonic Acid. In simple terms, it is a raw material used by manufacturers to make cleaning products. It helps formulations remove grease, oil and dirt and contributes to foaming and wetting. The main buyer is therefore usually a company that manufactures or formulates cleaning products, rather than a normal retail customer.

For buyer identification, think of LABSA as an industrial ingredient that goes into another product. Your best connection is the company that actually manufactures that finished product.

2. LABSA 96% vs LABSA 90% – simple explanation

The percentage indicates the active strength of the LABSA grade. LABSA 96% is the higher-active grade, while LABSA 90% has a lower active level. Both can be used as surfactant raw materials, but the customer's formulation and purchasing specification determine which grade is appropriate.

Product	Simple description	How to qualify the buyer
LABSA 96%	Higher-active LABSA raw material	Ask whether the factory currently buys high-active LABSA and what specification it uses.
LABSA 90%	LABSA raw material at a lower active level	Ask whether its formulation/process is designed for approximately 90% active LABSA.

3. Main target: Detergent & Cleaning Product Manufacturers

This is the first and strongest industry to target. Look for manufacturers with their own formulation or production facility. LABSA/LAS chemistry is widely used in household, institutional and industrial cleaning formulations because of its detergency, wetting and foaming characteristics.

- Laundry detergent powder manufacturers
- Liquid laundry detergent manufacturers
- Dishwashing liquid / manual dishwash manufacturers
- Kitchen and degreasing cleaner manufacturers
- Bathroom and toilet cleaner manufacturers
- Floor and hard-surface cleaner manufacturers
- All-purpose household cleaner manufacturers
- Heavy-duty industrial cleaner and degreaser manufacturers
- Car-wash chemical manufacturers

- Institutional / commercial cleaning chemical manufacturers

4. What manufacturing setup should the buyer have?

The strongest prospects are companies that manufacture or formulate products themselves and purchase surfactants as raw materials.

- Chemical blending/formulation plant with mixing tanks or reactors
- Detergent powder production line, including blending and/or spray-drying where applicable
- Liquid-cleaner manufacturing line with mixing tanks and filling equipment
- Industrial or institutional cleaning-chemical manufacturing unit
- Contract manufacturer / private-label cleaning-product factory
- Chemical distributor/importer specializing in surfactants and detergent raw materials

5. Other potential industries / applications

LABSA/LAS chemistry can also be relevant to other industrial formulations. These are secondary targets and should be qualified against the customer's exact formulation and specification.

- Industrial cleaning chemicals – heavy-duty cleaners, degreasers and surface-cleaning products.
- Metal cleaning – formulations or treatment baths where wetting and removal of oil/grease from metal surfaces are required.
- Agricultural formulations – certain surfactant systems may use alkylbenzene sulfonate chemistry as wetting/emulsifying components; regulatory suitability must be checked.
- Emulsion/polymer formulations – certain alkylbenzene sulfonate products are used in emulsion systems; qualify only companies that specifically formulate with this chemistry.
- Specialty chemical formulators – companies producing surfactant blends, industrial cleaners or other formulated chemical products.

6. Who should your connection introduce you to?

- Owner / promoter of a detergent manufacturing company
- Purchase Manager / Procurement Manager
- Raw Material Purchase Manager
- Factory Manager / Plant Head
- Production Manager
- R&D / Formulation Manager
- Commercial Head of a chemical manufacturer
- Distributor / importer specializing in surfactants and detergent raw materials

7. How to identify a genuine LABSA buyer quickly

Ask these simple questions:

- Do they manufacture detergents or cleaning chemicals, or only trade finished products?
- Do they have their own manufacturing / formulation facility?
- Do they currently buy LABSA or LAS as a raw material?
- Which active grade do they purchase—90%, 96%, or another specification?
- What do they manufacture: detergent powder, liquid detergent, dishwash, industrial cleaner, etc.?
- How do they normally purchase the material—drums, IBCs, tanker or other bulk packaging?

- Who is responsible for purchasing surfactants/raw materials?

8. Ideal buyer profile

The ideal buyer is a medium-to-large detergent or cleaning-chemical manufacturer that consumes LABSA regularly, has an established formulation/production plant, purchases significant quantities of raw materials and has a procurement team capable of approving a new supplier.

A direct introduction to the procurement or raw-material purchase person is much more valuable than a general sales contact.

9. Ready-to-use message for the person helping you

"I am looking to connect with manufacturers who use LABSA as a raw material. The most relevant companies would be detergent powder and liquid detergent manufacturers, dishwashing-liquid companies, industrial cleaner/degreaser manufacturers, car-wash chemical manufacturers and other cleaning-chemical formulators. I can offer LABSA 96% and LABSA 90%. If you know the owner, purchase manager, procurement head or factory head of such a manufacturing company, an introduction would be extremely valuable."

10. Important qualification note

Before quoting, confirm the buyer's exact specification. Important points include active matter, appearance/colour, free sulphuric acid where applicable, unsulphonated matter, water content, packaging, quantity and required technical/SDS documentation. Do not assume that every LABSA buyer will accept every grade.