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(54) Title: A PROCESS FOR PREPARING (BRANCHED-ALKYL) ARYLSULPHONATES AND A (BRANCHED-ALKYL)  
ARYLSULPHONATE COMPOSITION

(57) Abstract: A process for preparing branched alkyl aromatic hydrocarbons, which process comprises contacting branched olefins within an aromatic hydrocarbon under alkylating conditions, which branched olefins have been obtained by a process which comprises dehydrogenating an isoparaffinic composition comprising 0.5 % or less quaternary aliphatic carbon atoms over a suitable catalyst, which isoparaffinic composition has been obtained by hydrocracking and hydroisomerisation of a paraffinic wax and which isoparaffinic composition comprises paraffins having a carbon number in the range of from 7 to 35, of which paraffins at least a portion of the molecules is branched, the average number of branches per paraffin molecules being 0.5 to 2.5 and the branching comprising methyl and optionally ethyl branches, said branched olefins comprising 0.5 % or less quaternary aliphatic hydrocarbons; a process for preparing (branched-alkyl) arylsulphonates, comprising sulphonating branched alkyl aromatic hydrocarbons which branched alkyl aromatic hydrocarbons have been prepared by the said process for preparing branched alkyl aromatic hydrocarbons; and branched alkyl aromatic hydrocarbon compositions and (branched-alkyl) arylsulphonate compositions which are obtainable by the processes so defined.

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