



Terephthalic acid is a primary ingredient in polyester plastics. It is manufactured by oxidation of *p*-xylene. The intermediate product is *p*-toluic acid, and the decomposition product is benzoic acid. The process therefore needs to be optimized for the minimum level of impurities. The Acclaim Trinity P1 column offers unique selectivity as the result of ion-exchange and reversed-phase mixed-mode retention mechanism. At pH 3.5, benzoic acid and *p*-toluic acid are mostly neutralized and retained mainly by hydrophobic interactions. Terephthalic acid is partially ionized and is retained mainly by ionic interactions. A suitable combination of pH, ionic strength and organic solvent resolves all three acids under isocratic conditions in less than four minutes.