

China symposium

The National Renderers Association (NRA), in cooperation with the Ministry of Light Industry of the People's Republic of China, the Guangdong First Light Industry Bureau and the Research Institute of the Daily Chemical Industry, will hold a China National Symposium on Natural Base Cleaning Products and Personal Care Products March 18-21, 1987, in Guangzhou, Canton, China.

Topics will include current research and utilization of natural base surfactants, fatty acid production, comparison of processes to produce amines and cationics from different raw materials, a process for producing unsaturated fatty alcohols, comparison of different methods of soap production, prospects for powdered natural soap cleaning products, prospects for sulfonated fatty acid methyl ester cleaning products and development of catalysts for condensation of fatty acid with E.O. All papers presented will be translated into Chinese and distributed to symposium attendees. Papers must be submitted by Aug. 31, 1986.

For further information, contact the National Renderers Association Inc., China Office, 27E Kam Kin Mansion, 123 Caine Rd., Hong Kong.

Meanwhile, NRA plans to conduct seminars in China during the summer to assist the Chinese toilet soap industry in improving marketing techniques and production quality to promote sales. The NRA headquarters in Des Plaines, Illinois, was seeking two qualified experts in marketing or advertising of toilet soap or personal care products to conduct the program. For more information, contact Mrs. Lee Wayne at NRA headquarters, telephone 312-827-8151.

Plant closing

Chevron Chemical Co. has announced it will close its alkylbenzene manufacturing plant, located at Chevron's Richmond, California, refinery. The shutdown is scheduled

for the second half of 1986. The company said the closing was in response to continued weak demand for use of alkylbenzene in detergents.

Emery agreement

Emery Chemicals has granted Foster Wheeler an exclusive worldwide license to design, engineer and construct fatty chemical plants using Emery state-of-the-art processes. The processes produce a wide range of fatty acids and their derivatives, including organic acids, refined glycerine, lubricants, plastic products, ozone technology derivatives, textile chemicals, cosmetics and toiletries raw materials and surfactants.

Fragrance use

Using scents inspired by fine fragrances in products ranging from shampoo to janitorial supplies may be the way to increase profitability and the longevity of products when they enter the marketplace, William H. Doughty said. Doughty, western regional sales manager for PPF International, spoke to the Southwest Section in April on the increasing use of fragrance as a marketing tool.

"We at PPF, as well as those at other fragrance suppliers, are becoming increasingly aware of a phenomenon that we have labeled the 'trickle-down effect.' We are observing an ever-increasing presence of fine-fragrance odor characteristics in products where one would not have ordinarily expected to see them in the past," Doughty said. The competition and "one-upsmanship" to develop effective and or glitzy products is becoming increasingly evident in the less glamorous industrial and janitorial product area, he added. When products are created, the developers will use terms like a "Giorgio-type" or a "spicier White Linen" to describe the kinds of scent they want the product to have, he said.

Doughty added that this trickle-down will continue because con-

sumers use fine fragrances to make statements about their lifestyles, and marketers should acquire inexpensive renditions of fragrance types to put into a variety of products so that buyers will make the connection between certain products and expensive scents. If buyers make the connection between a product and a scent that is perceived as modern, "now" or expensive, and manufacturers can acquire that scent inexpensively, Dowdy said, "you have the hook to capture the buyer's eye, or should I say nose."

Fermentation

Fermentation technology, used to produce foods, beverages, vitamins, antibiotics, industrial enzymes and detergents worth more than \$4 billion a year in Europe, is undergoing a renaissance that could double its importance to the chemical industry there, according to a report by the marketing firm of Frost & Sullivan. The two-volume, 503-page analysis forecasts the market's prospects by country and several product categories to 1994.

Prime sectors will be biologically derived specialty chemicals and biologically renewable chemical feedstocks, the marketing study shows. Industrial enzymes are a second critical area for the fermentation market, with the European Economic Community a major production center; the report shows Novo of Denmark and Gist-Brocades of the Netherlands are world leaders in producing industrial enzymes. The largest enzyme product sector, the report says, is biological detergents, which, with modifications such as encapsulation, are showing strong recovery.

More information about the study is available from Frost & Sullivan Inc., 106 Fulton St., New York, NY 10038, or Frost & Sullivan Ltd., 104-112 Marylebone Ln., London W1M 5FU, England.

Dial sues

Dial Corp. announced March 31 that it was suing three import

companies and their presidents for allegedly importing and marketing illegal Dial soap in the United States using the corporation's trademarks.

The court actions were filed in New York, Chicago and Miami federal courts.

Cosmetic talk

Paul Becher of Paul Becher Associates Ltd., Wilmington, Delaware, took attendees of the Society of Cosmetic Chemists (SCC) New York Chapter's March educational session on a random walk through hydrophile-lipophile balance (HLB). In his presentation, Becher discussed the origins of HLB and its determination, application and fundamental significance as a thermodynamic quantity.

Builder use grows

Detergent builder consumption in the United States is expected to grow by 1.7% per year between 1986 and 1996, according to a study by Colin A. Houston & Associates, Inc. The study by the Mamaroneck, New York, firm said the fastest growing builders include potassium salts of various builders and trisodium citrate.

Sodium tripolyphosphate is expected to remain the builder of choice, while the outlook is poor for insoluble nonphosphate builders such as zeolite. Houston and Associates also said the opportunity is good for builder additives such as phosphonates and polyacrylates because phosphate restrictions in household detergents have caused a trend toward multi-

component builder systems in an effort to improve phosphate-restricted detergent performance.

Worldwide venture

Hercules Inc., Wilmington, Delaware, and Henkel KGaA, Düsseldorf, Federal Republic of Germany, have signed a letter of intent to form a worldwide joint-venture company that would combine their water-soluble polymer businesses and assets.

Before the venture can go to their respective boards for approval, the two companies said, several issues must still be resolved.

Coatings speaker

Zeno W. Wicks Jr., former chairman of the polymers and coatings department at North Dakota State University, will present the Joseph J. Mattiello Memorial Lecture at the Federation of Societies for Coatings Technology annual meeting Nov. 5-7, 1986, in Atlanta, Georgia.

For more information, contact the Federation of Societies for Coatings Technology, 1315 Walnut St., Philadelphia, PA 19107.

News briefs

AOCS member **Ray Bilbo** has been named technical sales representative for Alkaril Chemicals Inc. He previously served as laboratory manager at Alkaril.

Donald C. Miller has been promoted to export manager for Emery Chemicals. He replaces Steven A. Kennedy, who is now market manager

for fatty acids in the oleochemicals group.



Anthony J. O'Lenick Jr., an AOCS member, has been named president of Alkaril Chemicals Inc. O'Lenick previously was vice president and general manager for the company after serving as its technical director.

James F. Pacheco of Glyco Inc. has been awarded the Distinguished Service Award by the detergents division of the Chemical Specialties Manufacturers Association. Pacheco is director of marketing sales for Glyco's Performance Chemicals Group.

The National Agriculture Library has established a **Critical Agricultural Materials Information Center** on potential crops that may be developed to provide crucial industrial materials. The center has compiled bibliographies on such potential crops as the Chinese tallow tree, crambe, cuphea, guayule, jojoba, kenaf, lesquerella, lunaria, meadowfoam, winter rapeseed, storkia and veronia. For more information, contact Critical Agricultural Materials Information Center, National Agricultural Library, Room 111, Beltsville, MD 20705, telephone 301-344-3704.

Novo Industri A/S has awarded a three-year fellowship to Donna Galuzzo, a doctoral student in nutritional science at the University of Connecticut's College of Agriculture and Natural Resources. The award is to be used by Galuzzo to study the purification and characterization of microbial lipases.