

# Lever Brothers dedicates plant

Lever Brothers Co. formally dedicated during May a new \$41 million computer-controlled manufacturing facility to produce and package Dove and Caress brand beauty bars at its Hammond, Indiana, plant.

The facility uses the directly esterified fatty isethionate (DEFI) process discovered and developed by Lever to produce the Dove and Caress lines. The facility is a four-story steel and concrete building with nearly 75,000 square feet devoted to processing and packaging lines and equipment. In the control room, computer terminals monitor the equipment involved in nearly 100 phases of the process flow.

According to the company, while Dove and Caress beauty bars have the outward appearance and cleansing properties of bar soaps, they are made in a completely different way from the traditional vat-boiling process. In Lever Brothers' process, raw materials, including sodium isethionate and coconut oil fatty acid, undergo a chemical synthesis in reaction vessels to produce DEFI, the active cleansing ingredient.

The DEFI then goes to strippers, which remove extra fatty acids while also adding moisturizing cream ingredients. The resulting compound is transferred to mixers for further processing. The white mixture then is cooled on large cooling drums, called chill rolls, where the composition is transformed from a hot-melt to a flake form. Pelletizers convert the flakes into noodles, which are transferred to large storage silos. Perfumes and colorants are added to the noodles in mixers, then the mixture is sent to milling machines to produce a uniform product.

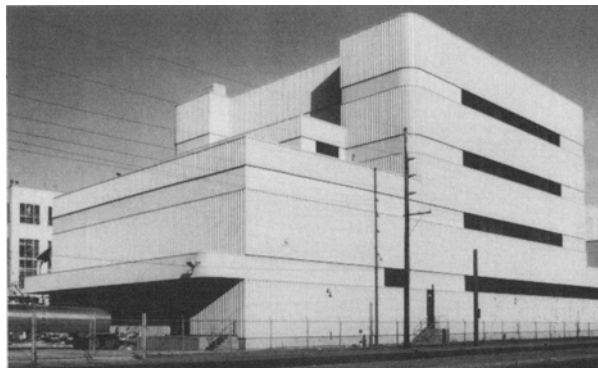
The next step is the packaging operation. Plodders extrude the mix in log form before flying cutters reduce them to standard-size billets. The presses give the bars their final shape and then stamp them. The bars are fed into cartons which are then foil wrapped. Finally, automatic case packers insert the finished bars into shipping cases.

According to the company, the DEFI plant has the potential to manufacture millions of bars per week.

The Hammond site also contains a soapmaking production facility for Shield, Lux and Lifebuoy brands. This facility was valued at

\$43 million when it opened in 1980. According to company officials, that facility has since turned out more than one billion bars of soap.

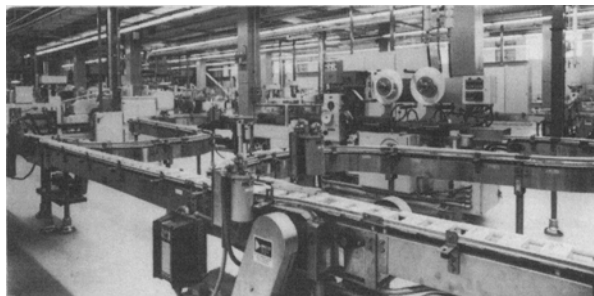
Dove was introduced by Lever Brothers in 1955 while Caress was introduced nationally in 1975.



Lever's new facility at its Hammond plant is a four-story steel and concrete structure for the production of Dove and Caress beauty bars.



The control room features computer terminals that monitor some 100 phases of the process flow.



Packaging lines can produce millions of bars of Dove and Caress per week.