

The executive subcommittee will meet at The Soap and Detergent Association, Park Avenue South, on Tuesday, Sept. 16. On Sept. 17 and 18, task groups, other subcommittees and Committee D-12 will meet at the Union League Club on East 37th St.

For more information, contact Janet Bove, ASTM, telephone 215-299-5517.

## Household cleaners

Sales of household cleaning materials in France and Italy will surpass those in West Germany by 1991, while sales in the United Kingdom will continue to trail all three, according to a report by Frost & Sullivan.

The two-volume, 403-page report, "Household Cleaning Materials in Europe," by the New York and London-based market research firm predicts sales in the four countries will represent a \$5.1 billion market by 1991.

The study says that more than 5.4 million tons of product will sell for nearly \$4.8 billion in 1986, with the average per capita consumption of soap, detergents and cleaning materials totaling more than 45 pounds. The marketing firm noted that West Germany has high, stable consumption, while Italy shows growth potential.

The study shows laundry detergents and fabric softeners represent nearly 60% of the market value and predicts that detergent sales will continue to grow while fabric softener sales will decline both in value and tonnage. Hand dishwashing products, roughly 12% of the market, have shown gains of 10% to 12% annually. Household soap, window and glass cleaners, scouring products and lavatory cleaners are also discussed. Specific products are examined by country, with distribution channels, promotional environment, and manufacturer market shares detailed.

The report shows West Germany as the market leader on a tonnage basis. However, because it is quite price competitive, West Germany will be outstripped by France on a value basis by 1991, the study predicts.

Sales in France will represent 27% of the market in value by 1991, the study says. Italy's share of the market, meanwhile, is forecast to reach 28% in value by 1991, while the United Kingdom's share will drop to 20%.

Supplier analysis shows Henkel to lead overall in West Germany, ahead of Procter & Gamble and Lever Brothers. Lever holds the edge over Procter & Gamble in the United Kingdom, but their position is reversed in some portions of the French market.

For more information, contact Frost & Sullivan Inc., 106 Fulton St., New York, NY 10038, or Frost & Sullivan Ltd., 104-112 Marylebone Ln., London W1M 5FU, United Kingdom.

## ICI reorganizes

Imperial Chemical Industries PLC, London, England, reorganized its U.S. businesses effective June 1. Under the reorganization, all of ICI's wholly owned businesses in the U.S. have been brought together under ICI Americas Inc.

Representing sales over \$2 billion and employing over 12,000 persons, the businesses have been divided into eight operating groups under ICI Americas Inc.: ICI Advanced Materials Group, ICI Agricultural Products Group, ICI Electronics Group, ICI Films Group, ICI General Products Group, ICI Pharmaceuticals Group, ICI Polyurethanes Group and ICI Specialty Chemicals Group.

According to the company, the changes will provide a stronger organization for future growth and create a more unified identity for the company's overall business in the U.S. Harry Corless, chairman of the board of directors for ICI Americas, said, "ICI's business in the U.S. has reached an important milestone. This is a stepwise change in our U.S. organization and positions us for future growth in major markets. Currently, ICI's U.S. businesses account for greater than 15% of ICI's worldwide business. By the early 1990s, we expect to increase our U.S. business to about 25%."

## News briefs



Veronica Koch has joined Amerchol Corp. as a research chemist at the company's Edison, New Jersey, facilities. In her new position, Koch, a recent graduate of Southampton College of Long Island University, will be synthesizing and isolating new products including surfactants, hair conditioners and skin moisturizers.

Stepan Co. has hired Mark J. Talaber as a surfactant sales representative for the southwest U.S. region, based in Dallas, Texas. T. Anthony Thompson, formerly sales representative for the Houston, Texas, area, has transferred to the position of surfactant sales representative for the northeastern U.S. region.

The British Society of Cosmetic Chemists has installed P.J. Cooney as president for 1986/87. T.G. Harrison is vice-president. The society offices are at Delaport Hours, 57 Guilford St., Luton, Beds. LU1 2NL, United Kingdom.

A.E. Staley Manufacturing Co. announced it was forming a subsidiary, Horizon Chemical, to make a new line of chemicals derived from the starch portion of corn. The division will employ more than 100 workers at facilities in Decatur, Illinois, and Van Buren, Arkansas, to research, produce and market the new chemical products. The surfactants, methyl glucosides and reactive celluloses made by Horizon are designed to make detergents clean better, urethane foams smoke less in fires and dyes transfer to fabrics easier, according to the company.

Sugar Beets Products Co., a manu-

manufacturer of skin care products in the United States and Canada, has changed its name to **SBS Products Inc.** According to the company, none of the company's skin care products was ever made from sugar beets.

**Charles F. Putnik** has joined A.E. Staley Manufacturing Co. as marketing manager for surfactants in the firm's chemical division.

**Inolex Chemical Co.** has appointed Fred Chan as the firm's vice-president for marketing and Robert L. Meitz as its vice-president for sales.

**The PQ Corp.** has appointed Frank

L. Merenda market development manager in its new products ventures department. In his position, Merenda will be responsible for marketing efforts aimed at commercializing PQ's silica catalysts and supports.

The **West German** cabinet has passed a bill designed to toughen detergent pollution controls. Under the proposed law, detergents would be redefined to include fabric softeners and water-insoluble products such as household cleaners and dry cleaning chemicals. The law would allow the government to request changes in product makeup and regulate packaging and would

require manufacturers to divulge environmental test results.

The **Government of Japan** and the **Japanese Cosmetic Industry Association** have drafted standards for eight cosmetic product categories as part of Japan's Comprehensive Licensing System for Cosmetics. The categories include perfumes, powdered perfumes, cologne, nail enamel, nail enamel remover, soap, liquid soap and toothpaste. A second group of product categories slated to come under the licensing system will include lipsticks, lip creams, shampoos, hair rinses and solid perfumes.

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## Methods for Nutritional Assessment of Fats

**Edited by**  
**Joyce Beare-Rogers**

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A new AOCS monograph that provides invaluable guidance for planning research involving nutritional assessment of fats. In a dozen concise chapters, leading researchers take the reader through the sequence of steps needed to produce valid, useful results. The first chapter discusses experimental design, followed by chapters on selection and use of test animals, formulating diet, characterizing the test material, studying tissue lipids, using epidemiological data, interpreting results and, finally, preparing the data for publication. This collection of procedures and comments provides a useful review of some of the requirements in the nutritional assessment of a dietary fat.

## Methods for Nutritional Assessment of Fats