

between 1960 and 1980 in most major geographic areas. Large increases in per capita levels were achieved in North America and Western Europe but they are not expected to be repeated on the same scale because of mature markets. Likewise, about 25% of the North American and 17% of the Western European per capita consumption levels are attributable to "other cleaning products," composed of scouring agents and laundering aids. The high proportion of "other" is an indication of extensive market development and differentiated consumer demand for auxiliary products.

In recent years, however, this demand began taking a different course, one that ultimately can affect total consumption moderately—popularity of the multifunctional laundry detergent that softens as well as cleans. The concentrated laundry detergent requiring much lower dosage levels per wash load than was common as recently as 10 years ago may ultimately have a similar effect on total consumption levels. For the per capita consumption levels of the developed regions to be sustained or increased, not only must overall consumption grow at a rate equal to or greater than the popu-

lation growth rate, but also the supply of washable articles must increase and consumer habits for cleanliness must be sustained and stimulated.

Environmental decisions on the part of the consumer already have begun to erode the cleanliness habit in some parts of Western Europe (8). In addition, the populations of North America and Western Europe are heading for higher median ages, a result of effective restraints on birthrates and extended lifespans, which may also affect consumption levels negatively. Thus, high per capita consumption in these areas appears to be at some risk. In contrast, similar upper-limit barriers to per capita consumption do not exist in the developing areas. In many of them, conditions that nurture increases in per capita consumption are being created. By the year 2000, North America and Western Europe still will retain their lead in per capita consumption of cleaning products, but the gap between them and the less-developed regions, especially Latin America and Asia, will have narrowed.

In conclusion, the year 2000 will see a vigorous cleaning products industry worldwide, expanded production and stronger market

development in the now less-developed regions, and an upper barrier to consumption in the more-developed nations imposed by unfavorable demographics and environmental concerns. The world will be a cleaner place, and, hopefully, the new millennium will usher in 1000 years of peace and enlightenment for our great planet Earth.

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Colgate-Palmolive additions

The following report was provided by Colgate-Palmolive upon a request from Arno Cahn, who serves as JAOCS' Associate Editor for the News for Surfactants and Detergents.

Colgate-Palmolive is constructing two major additions to its Piscataway, New Jersey, technical center. The scenic eight-acre campus located along the Raritan River houses the technical organizations involved in the research and development of Colgate's worldwide personal care and household products.

The first project is a 60,000-square foot laboratory support facility, which is nearing completion. Designed to provide more efficient use of the existing labora-

tory facilities, this addition is being constructed in a central area connecting on three levels with each of the existing laboratory wings. The building is designed in a diamond configuration, with three points of the diamond connecting to existing wings and the fourth point serving as an exterior employee entrance. It will provide such laboratory support functions as special instruments, equipment, offices and sample storage facilities.

A major function of the new laboratory support building will be

to facilitate communications among the technical center staff. A key design element is an atrium located in the center of the diamond. The atrium provides an open environment for personnel to interact as they use the conference and administrative support provided nearby.

Over 180 personnel will staff the laboratory support building. Laboratory management personnel are stationed in offices around the perimeter of the building close to the laboratories they manage.

The original Piscataway facilities in 1960 were designed for a staff of 300. Over the years, many chemical research laboratory areas were used for administrative or support

functions instead of their potential research functions.

In addition to the laboratory support building, several laboratories have been renovated to provide state-of-the-art wet chemistry laboratories complete with high performance hoods and modular office work stations for research personnel. A portion of the executive office area also has been renovated to provide a more efficient office environment for management staff.

Another major project involves an 80,000-square foot process technology center (PTC). The PTC in 1987 began to accommodate the process development activities being relocated from the Jersey City, New Jersey, site. The PTC will provide 40,000 square feet of process equipment area and 40,000 square feet of support areas, including material storage, mechanical shops and laboratory space.

The ground (lower) and first floors of the PTC connect to an



A new laboratory support facility is one of two additions to Colgate-Palmolive's Piscataway, New Jersey, technical center.

existing wing of the technical center and to the new laboratory support building where the offices for the PTC staff are located. This approach was taken to use an existing process area and to best

use new space being built.

The addition of the PTC and laboratory support buildings will provide space for more than 700 employees at the Piscataway site.

Akzo changes

Akzo Chemie, the chemical division of Akzo NV of The Netherlands, has announced new appointments and staff changes as a result of acquiring Stauffer's Specialty Chemicals Group.

Effective Jan. 1, 1988, Akzo's executive committee includes J.C.P. van Oosterom as president, and James C.E. Fuller and E. Snoeck as executive vice presidents. Fuller had been president of Akzo Chemie America since 1975. Snoeck, meanwhile, had served as group vice president for organic chemicals. The executive committee will be based at the division's Amersfoort, The Netherlands, office.

In other changes, Conrad Kent, formerly president of Stauffer Specialty Chemicals Group, will become president of Akzo Chemie's U.S. operations. John C. Jadel, who has been senior vice president for planning and development, will become the executive vice president of the U.S. operations, now more



James C.E. Fuller



Conrad Kent



John C. Jadel



Hans Arnoldy

than doubled in size by the Stauffer acquisition.

Integration of the former Stauffer units will result in eight new groups within Akzo Chemie: Polymer Producing Industries, Plastics Manufacturing Industries, Rubber Processing Industries, Petroleum and Petrochemical Catalysts, the Detergent, Toiletries and Cosmetic Industry, the Fine and Functional Chemicals unit, the Performance Chemicals group and the Industrial Chemicals group.

Hans Arnoldy has been appointed group vice president of Akzo's

worldwide groups for Polymer Producing Industries and for the Detergent, Toiletries and Cosmetic Industry. He joined the company in 1969 as general manager of Akzo's organic peroxides business. He has been senior vice president of Akzo Chemie America since 1986. Chemicals sold by the Detergents, Toiletries and Cosmetic Industry group are produced in the U.S., Canada, the United Kingdom, The Netherlands, West Germany, France, Brazil and Japan.

G.E. Miller, group general manager for Europe, and L.R.