

## Industry sales

U.S. sales of household cleaning products will continue to show moderate but steady growth through 1988, with most activity focused in soaps and detergents, according to a report by Kline & Co.

Industry sales reached \$8.9 billion in 1987, up by 2.7% from 1986. Kline noted that growth of the household cleaning products industry continues to be influenced by such factors as shifts in demographics, heightened consumer demand for convenience, industry consolidation via acquisitions and divestitures, proliferation of successful brands and emergence of new segments.

Meanwhile, U.S. manufacturers' sales of cosmetics and toiletries reached \$15.7 billion in 1987, growing by 55% over 1986, according to another industry study by Kline & Co. Growth is projected at 5.9% for 1988, when sales will reach an estimated \$16.6 billion.

The consulting firm said most of the growth is driven by popular "therapeutic" products designed to remedy a particular problem or to sustain or prolong a certain condition or appearance.

## New projects

Lion Corp. of Japan has announced plans to build a factory in the Sakaide district of Shikoku, Japan, to produce methyl esters as intermediate materials for detergents.

The plant is expected to be completed by late 1990. Raw materials will include palm oil imported from Southeast Asian countries, with production capacity planned at 70,000 tons per year. Construction cost is estimated to be 25 billion yen.

In the U.S., The Procter & Gamble Co.'s Industrial Chemical Division is expanding its natural detergent-range alcohol capacity by 175 million pounds a year. According to the company, the expansion will be made in two phases to meet the growing needs of its customers.

In the first phase, new proprietary equipment is on order and will lead to an additional 85 million pounds of capacity at its Sacramento, Califor-

nia, and Kansas City, Kansas, plants within the next two years. In phase two, the company is planning to add 90 million pounds of capacity by mid-1991 at a site to be determined.

Meanwhile, Shell Chemical Co. has expanded capacity at its detergent alcohol and higher olefins process units at Geismar, Louisiana. According to the company, production capacity for NEODOL detergent alcohols has been increased from 550 to 600 million pounds a year and capacity for NEODENE linear alpha olefins has increased from 650 to 700 million pounds per year. Another unit for linear alpha olefins, now under construction, is scheduled to go online in March 1989.

Also, Sun Refining and Marketing's Chemical Division has started up nonene (propylene trimer) production at its Toledo, Ohio, refinery. The plant is rated to produce 30,000 metric tons of nonene per year. Nonene is used commercially to produce various chemical intermediates, including nonionics for surfactant use.

## Alcohol industry

Changes in the detergents industry have benefited the surfactant derivatives of detergent alcohols, according to a report, "The World's Detergent Alcohols Industry," by Hewin International Inc. based in Amsterdam, The Netherlands.

According to the report, heightened interest in these products lies in their use in four new types of detergent end products: controlled foam powders in Europe, high concentration liquids in the U.S., the emergence in the U.S. market of ready-mixed one-packet-per-wash-load products combining detergent, bleach and softener in new product forms, and growing interest in skin-safe, low irritant products for dishwashing and personal care.

## Gas additives

Detergent additive use in gasoline has increased in the past two years

in both the U.S. and Western Europe, according to Colin A. Houston & Associates. A study by the Mamaroneck, New York, consulting firm forecasts gasoline detergent additives will remain in demand as new auto engine technology is commercialized and pressure remains concerning environmental issues.

In 1987, approximately 80% of all gasoline sold in the U.S. contained detergent additives, compared with an estimated 45% in 1985. Also, the study noted, marketers of gasoline are increasing the concentration of these additives in their product. Meanwhile, in West Europe, detergent additives previously were not a significant marketing tool. Within the last year, however, detergent gasolines have seized nearly 20% of the European gasoline market.

## News briefs

The Netherlands-based Akzo has purchased Ferrosan's chemical division in Denmark. Akzo will integrate the firm into its Danish subsidiary.

Kenobel, a subsidiary of Sweden's Nobel Industries, has purchased Jahres Fabrikker's fatty amine business in Sandjeford, Norway. The purchase will increase Kenobel's fatty amine production to approximately 53,000 metric tons. Jahres Fabrikker will concentrate on producing fatty acids and derivatives.

Richard A. Goldstein has been appointed executive vice president and chief operating officer of Unilever United States Inc. He also will continue in his position as chairman and chief executive officer of Unilever Canada Ltd.

Fairleigh Dickinson University is offering a Master of Arts in Science for cosmetic science. For information, call S.P. Gimelli, FDU, telephone 201-692-2330.

AOCS member Anthony J. O'Lenick Jr. has been promoted to vice president of technology and business development for GAF Chemicals Corp. Before his appointment, O'Lenick had been president and

## Surfactants & Detergents News

chief operating officer of Alkaril Chemicals Inc., acquired by GAF last year.

The Procter & Gamble Co. (P&G) has elected Charles Carroll vice president of business development for health and beauty care. Bengt E. Braun has been named manager of the bar soap and household cleaning products division. Also, P&G has announced it will purchase a controlling interest in Perfumeria

Phebo S.A., a cleaning and personal care products company with headquarters in Sao Paulo, Brazil.

Ecolab Inc.'s institutional group will change its name to Ecolab Services Group.

Shiseido Corp. of Japan has announced it will sell hair care products in China, including shampoos, rinses and hair creams. Anticipated sales in China's major cities the first

year are 750,000 packs, rising to four million packs within three years.

## New book

Proceedings of CESIO's 2nd World Surfactant Congress, held in Paris, France, May 24-27, 1988, are published in four volumes. They are available from Syndicat ASPA, 11 bis, Avenue Victor Hugo, 75116 Paris, France, for 800 French francs.

## Surfactants & Detergents Calendar

### 1988

#### December

Society of Cosmetic Chemists annual meeting, Dec. 1-2, 1988, Waldorf-Astoria, New York, New York. For information, telephone 212-874-0600.

Chemical Specialties Manufacturers Association 75th annual meeting, Dec. 4-8, 1988, Marriott Harbor Beach Resort, Ft. Lauderdale, Florida. For information, telephone 202-872-8110.

AOCS Northeast Section Soaps and Detergents Symposium, Dec. 5, 1988, Holiday Inn Jetport, Newark, New Jersey. Contact: Anthony J. Montana, M&T Chemicals Inc., PO Box 1104, Rahway, NY 07065.

### 1989

#### January

62nd Annual Meeting and Industry Convention, The Soap and Detergent Association (SDA), Jan. 26-29, 1989, Boca Raton Hotel, Boca Raton, Florida. Con-

tact: SDA, 475 Park Ave. S., New York, NY 10016.

#### March

XX Meeting of CED/AID on Surfactants, March 8-10, 1989, Hotel Princesa Soffa, Barcelona, Spain. Contact: Secretaria de la Asociación de Investigación de Detergentes (AID), Jorge Girona Salgado, 18-26, 08034 Barcelona, Spain.

Western Coatings Societies' 19th Biennial Symposium and Show, March 14-16, 1989, Disneyland Hotel and Convention Center, Anaheim, CA. Contact: Federation of Societies for Coatings Technology, 1315 Walnut St., Philadelphia, PA 19107.

#### April

AOCS Short Course on Soap Technology Today, April 30-May 3, 1989, Kings Island, Ohio. Contact: AOCS, PO Box 3489, Champaign, IL 61821-0489.

#### May

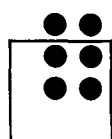
Federation of Societies for Coatings Technology Spring Week, May 16-19, 1989, Airport Marriott Hotel, Los Angeles, California. Contact: Federation of Societies for Coatings Technology, 1315 Walnut St., Philadelphia, PA 19107.

#### July

Australian Chemical Specialties Manufacturers Association Third National Convention, July 16-18, 1989, Regent Hotel, Sydney, Australia. Contact: ACSMA, GPO Box 1469N, Melbourne 3001, Australia.

#### November

Federation of Societies for Coatings Technology and Paint Industries' Show, Nov. 8-10, 1989, Rivergate Exhibition & Convention Center, New Orleans, Louisiana. Contact: Federation of Societies for Coatings Technology, 1315 Walnut St., Philadelphia, PA 19107.



# Bleaching Earth

*distributed by*

American Oil Chemists' Society, P.O. Box 3489  
Champaign, IL 61821-0489 USA (217) 359-2344

Official Activated Bleaching Earth ● Official Diatomaceous Earth ● Official Natural Bleaching Earth