

## Phosphate costs

NVZ, the Dutch association of soap and detergent manufacturers, and Hoechst Holland, the only industrial phosphate producer in The Netherlands, have offered to contribute financially to the cost of building water treatment systems in key areas of The Netherlands to reduce pollution caused by phosphates.

The soap and detergent producers contend that even a total ban on phosphates in detergents would have a small effect on the problem of eutrophication because they claim around 55% of the phosphate load in The Netherlands enters through large rivers such as the Rhine, and the remainder comes from human and animal excrement. The group claims that a total ban on phosphates in detergents would solve only about 8% of the problem.

The Dutch environment minister, Ed Nijpels, has warned that phosphate use in detergents must be reduced or the ministry will seek a total ban. NVZ has argued that a ban would not alleviate the whole problem caused by phosphates. Instead, the association has proposed that better water purification systems be installed at crucial sites.

The Netherlands has adopted a phosphate reduction plan as a result of an agreement between the environmental ministry and the Dutch detergent industry. The agreement calls for detergent and soap producers to reduce the number of products containing phosphates to 50% so that only half of each marketer's shelf products will contain builders such as sodium tripolyphosphate. As part of the agreement, the environmental ministry is requiring the detergent and soap industry collectively to sponsor an advertising campaign promoting the phosphate-free products.

This program is similar to one in West Germany where detergent producers have adopted the 50% product level. The West German program likely will provide a direct benefit to The Netherlands because two of The Netherlands' major

waterways, the Rhine and the Waal rivers, originate in West Germany.

## Formulation changes

Consumer preferences are bringing about changes in detergent product formulations, according to Business Communications Co. in Norwalk, Connecticut. Such emerging preferences include convenience, multifunctionality, specificity of applied action and environmental concerns such as phosphate reduction and fears of toxicity.

The company said that in the surfactant field, cationics and amphotericics will display significant growth rates of 5-6% annually, as the materials find greater use in laundry aids and personal care products. Overall, surfactants will continue to grow at a rate of 3% per year because formulators will continue their quest for higher densities of active ingredients.

Another result of the use of more active ingredients will be a reduction in "fillers" such as sodium sulfate and builders in detergent formulations.

The firm said liquids are gaining market shares, now holding 34% compared with 29-32% a year ago and expected to reach 40% in five years. Continual gains for liquid laundry detergents will directly affect builder chemicals. Phosphates, for example, are predicted to either stagnate or decline in use. Sodium citrate, on the other hand, is gaining at a 9% annual growth rate.

The company also predicted that carboxymethylcellulose may be dropped from some formulations and will continue to suffer in the near future. Taking its place will be an increased dependence on optical brighteners or fluorescent whitening agents.

## CSMA officers

The Chemical Specialties Manufacturers Association (CSMA) has elected Larry W. Graf, executive vice president of J.L. Prescott Co., chairman of its board.

Paul A. Hiznay, vice president of marketing for Mona Industries Inc., has been named CSMA's first vice chairman, and Albert Pellini, vice president of sales and marketing for Advanced Monobloc Corp., now is second vice chairman. George C. Dietrich, president of Diversified Chemicals & Propellants Co., will continue as treasurer.

Connie Lange Merrill, a senior research chemist at Shell Development Co., has been elected chairperson of CSMA's detergents division while Lawrence Hayes, president of Chemical Distributions Inc., has been voted in as chairperson of the industrial and automotive specialty chemicals division.

## Call for papers

The 1988 annual meeting of the Federation of Societies for Coatings Technology will be held in conjunction with the Paint Industries' Show at McCormick Place, Chicago, Illinois, Oct. 19-21, 1988. The theme will be "Performance and Compliance: The Challenge Intensifies."

The program will focus on such areas as corrosion protection, aerosol coatings, "high tech" coatings research and major regulatory issues affecting coatings formulation and manufacture.

The federation is seeking original papers with submission of abstracts by March 1, 1988, to Richard M. Hille, General Paint & Chemical Co., 201 Jandus Rd., Cary, IL 60013.

For more information, contact the federation at 1315 Walnut St., Philadelphia, PA 19107.

## News briefs

Union Carbide Corp. plans to expand its ethanolamine capacity to 330 million pounds over the next two years. More than 30% of ethanolamines and ethanolamine derivatives are used in heavy-duty liquid detergents and personal care products.

The PQ Corp. has named Anthony L. Dent principal scientist for its

catalysts research and development department. Also, **Thaddeus E. Whyte** and **Leonard H. Smiley** have been appointed associate directors of research and development. Whyte will serve as technical manager for the catalysts research and development department, and Smiley will be responsible for the specialty chemicals research and development group and the process R&D unit. Also, **Charles F. O'Brien** has been appointed chief process engineer in the company's engineering division.

**Laurel Products Co.** has installed new processing equipment that will increase its sulfonated castor oil production capacity by an additional two million pounds. Sulfonated castor oil is used in the manufacture of soaps, textiles, coatings and in the metalworking and paper industries.

**The Clorox Co.** may introduce "Wave" and "Act" into the home detergent market. Both products are in test markets, "Act" in Idaho and Nebraska, and "Wave" in cities in South Carolina, Tennessee, Colorado and Utah. "Wave" is a heavy-duty powder detergent; "Act" is a pre-measured detergent of paste-like consistency that is packaged in a water-soluble pouch.

**R.T. Ferrell** has been elected senior vice president of corporate development at **Vista Chemical Co.** **Bruce E.A. Larsen** has been promoted to vice president of marketing.

**Monsanto Chemical Co.**'s profit prospects are expected to improve in the area of surfactants, according to **Smith Barney**, the investment firm. Reports in *Chemical Marketing Reporter* indicate the investment firm believes increased sales volume and profit for Monsanto from linear alkylbenzenes could total more than \$120 million

for 1987. The increase was attributed mainly to the growth in the liquid detergent market.

**Akzo Chemie America** has named **Michael H. Schmidt** group general manager for industrial chemicals in North America. **Robert D. Craig** has been named group general manager for polymer processing and coatings for the U.S. Also named as group managers were **Louis R. Kronfeld** and **G. Ian Kirkwood**. Kirkwood will head the U.S. performance chemicals group, and Kronfeld the fine and functional chemicals group. Meanwhile, **Stephen F. Adler**, previously director of the eastern research center for **Stauffer Chemicals**, has been named director of research at **Akzo Chemie America**. Stauffer was acquired by Akzo in August 1987.

**American Brands Inc.** has announced it will sell the **Andrew Jergens Co.** as part of a restructuring move. The company said the unit has been profitable, with largest sales in lotions and various soap products.

**Chevron Chemical Co.**, a subsidiary of **Chevron Chemical Corp.**, and **Nomura Jimusho Inc.** of Japan have purchased all shares of **Karonite Chemical Co.** that were previously held by Japan's **Kao Corp.** Karonite, based in Tokyo, manufactures and supplies lubricating oil additives to customers in Japan. Chevron now owns 82% of Karonite, and Nomura Jimusho holds 18%.

**Hoeschst Celanese Corp.** has organized two new business units, specialty chemicals and specialty products. **Thomas C. Bohrer** will serve as president of the specialty products division and as a corporate vice president. **Heinz K. Hofmeister**, corporate vice president and director, was appointed president of the specialty chemicals unit.

**Lion Corp.** of Japan has released a new product called "Vitalis Medical Hair Tonic." According to the company, the product contains octopirox (piroton olamine) to control the metabolism of skin cells and to prevent dandruff and itching of the scalp.

**P&G Far East Inc.** has begun selling shampoo, hair care products and skin care products in limited areas of Japan. "Pantain" brand shampoo had been produced by **Nippon Vicks Co.** and sold by **Shionogi Pharmaceutical Co.** Now, P&G, after acquiring **Nippon Vicks**, is using the brand.

**The State Trading Corp.** of India announced plans to import 96,000 tons of linear alkylbenzene during 1987-88 to meet requirements of the synthetic detergent industry.

In Brazil, **Mendes Júnior Agrícola do Pará S.A.** has begun industrial-scale production of palm oil and palm nut oil in the northern state of Para. The materials are used in soap, detergents, cosmetics and other industries.

London-based **BP Chemicals International Ltd.** has been awarded an exclusive license to manufacture and market a range of nonionic surfactants for the West European market. **Nippon Shokubai Kagaku Kogyo**, the Japanese company possessing the trademark for the surfactants, has awarded the license to BP's subsidiary, **Hythe Chemicals**.

**Clifford G. Rumsey** has been named surfactant sales representative in the Midwest for **Stapan Co.** and **Kevin J. Knutsen** has joined the company as a customer service representative.

**Kishor Fozdar** has been named East Coast senior sales representative for **BASF Chemical Division's** personal care products group.