Kline foresees steady market for cleaners

The 1980s promise modest, but steady growth for the consumer, industrial and institutional cleaners markets, according to a Feb. 2, 1980, presentation at the annual meeting of The Soap and Detergent Association in Boca Raton, Florida. Charles H. Kline, speaking on "The Twin Faces of Cleaners: 1) Consumer, and 2) Industrial and Institutional," predicted sales over the next five years would grow at about 3% annually.

Allthough there is considerable similarity in the cleaning products used in consumer, industrial and institutional applications, each aims at an entirely different market. The differences require diversified selling efforts. In the consumer market, the keys to acquiring shelf space at the retail store are advertising, sales promotion and field distribution. In contrast, the success of institutional products often depends on the ability and drive of the individual salesman. But in the industrial market, the supplier with the best service and price is most likely to attract the attention of industrial purchasing departments.

In both consumer and industrial and institutional applications, growth will be aided by the increased marketing of certain products. Consumer cleaners which probably will lead in overall growth include two new products, antistatic agents and mildew removers, Kline said. Powered carpet deodorizers and toilet bowl cleaners, new variations in the general category of deodorizers, also will increase in popularity. Heavy promotion of window and glass cleaners for new uses in cleaning household appliances and metal surfaces will add to the growth of the consumer market, Kline forecast.

In the industrial and institutional cleaners markets, alkaline cleaners, carpet-care products and sanitizers will be among the faster growing product categories, he said. But rather than simply marketing certain products, suppliers would be wise to target their marketing strategies toward the end uses of these products. For example, with an increasing older population, a growth in the use of institutional cleaning products is forecast.

The structure of the cleaners industry allows for considerable crossover of suppliers from the consumer to the industrial and institutional markets. Of the ten largest suppliers of consumer cleaners, eight play a major role in the industrial and institutional business, as shown in Table I. In contrast, only three of the top ten industrial and institutional companies are important suppliers of consumer cleaners, as shown in Table II.

TABLE I

Ten Largest Suppliers of Consumer Cleaners

Rank	Company	I&I activities	
		Institutional	Industrial
1	Procter & Gamble	X	-
2	Colgate-Palmolive	X	-
3	Lever Brothers	X	-
4	S.C. Johnson	X	-
5	Clorox	-	-
6	Sterling Drug	X	-
7	American Home Prod.	-	-
8	Bristol-Myers	X	-
9	Purex	-	X
10	Greyhound (Armour-Dial)	X	-

TABLE II

Ten Largest Suppliers of Industrial and Institutional Cleaners

Rank	Company	Segments		
		Industrial	Institutional	Consumer activity
1	Economics Laboratory	X	X	X
2	Chemed (W.R. Grace)	X	X	-
3	S.C. Johnson	-	X	X
4	Procter & Gamble	-	X	X
5	NCH	-	X	-
6	BASF Wyandotte	X	-	-
7	National Service Industry	-	X	-
8	West Chemical	X	X	-
9	Oakite	X	-	-
10	Calgon (Merck)	X	X	-

Czechoslovak meeting on surfactants and detergents

The XIVth Annual Meeting of Czechoslovak Detergent Chemists took place on Sept. 7-8, 1979, in the old city of Uherský Brod, Moravia. Dr. M. Bareš, president of the detergent section, and F. Hejl reported reviews on the developments and prognosis of world and Czechoslovak production of surface active agents and detergents. Dr. J. Novák reviewed the structure, technology and properties of surfactants with a chelating activity.

The following original papers were presented: Color Improvement of Nonionic Surfactants (M. Paulovič and

Continued on page 368A.

Industry News

L. Čulák); Effect of Nonionic Surfactants on Some Aquatic Macro and Microorganisms (J. Švec); Effect of Some Cation-active Surfactants Manufactured in Czechoslovakia on Various Aquatic Animals (J. Švec); Studies on the Synergism in Surfactant Activity (V. Peterka et al.); Critical Concentrations for the Micellae Formation of Nonionic Surfactants of the Polyoxameric Type by Various Methods (V. Matejeková et al.); Some Properties of Oxyethylated Phenolic Derivatives (M. Paulovič et al.); Technology of Low-temperature Washing (J. Šimunek and J. Tolman); Dispersion of Calcium Carbonate by Surfactants (J. Zemanovič); Aluminium Silicates in Detergents and Their Effect on Encrustations (K. Procházka); The Antimicrobial Activity of Some Surfactants (B. Škarka et al.); Effect of Surfactants on the Activity of *Alpha*-amylase in Preparations for Dressing Removal (J. Marek); Preparation of Capillary Columns by Coating Statically Under Pressure, and Their Application in the Surfactant Analysis (K. Komárek); Evaluation of a Method for the Determination of Medium Molecular Weight of Alkylbenzene Sulfonates (I. Zeman).

Analysis of detergents

The analytical section (Chairman: Dr. I. Zeman) of the Czechoslovak Committee on Detergents (Chairman: Dr. M. Bareš) develops new methods of detergent analysis and organizes interlaboratory tests. Their results were discussed at two section meetings in 1979. The following analytical methods were examined in the past year:

(1) The determination of average molecular weight of alkylbenzenes and alkylbenzene sulfonates (after previous desulfonation) by capillary gas chromatography. The reproducibility and the repeatability obtained in the national interlaboratory test was better than 1% (relative). The method was found suitable for linear alkylbenzene sulfonates; however, it does not differentiate between monosulfonates and disulfonates.

(2) Methods for the determination of *alpha*-olefin sulfonates were reviewed. The suitability of several procedures of two-phase titration using various indicators was discussed for the determination of mono and disulfo derivatives in *alpha*-olefin sulfonates.

(3) A general method for the preparation of high-resolution capillary columns for the gas chromatography was developed.

(4) A method of determination of sulfates in detergents was prepared for the interlaboratory study. The method is based on the reduction of sulfates into sulfides by hypophosphates in acid medium. Sulfides are decomposed into hydrogen sulfide which is absorbed in aqueous solution of cadmium or zinc salts and determined by iodometric titration.

Jan Porkorny
Prague, Czechoslovakia