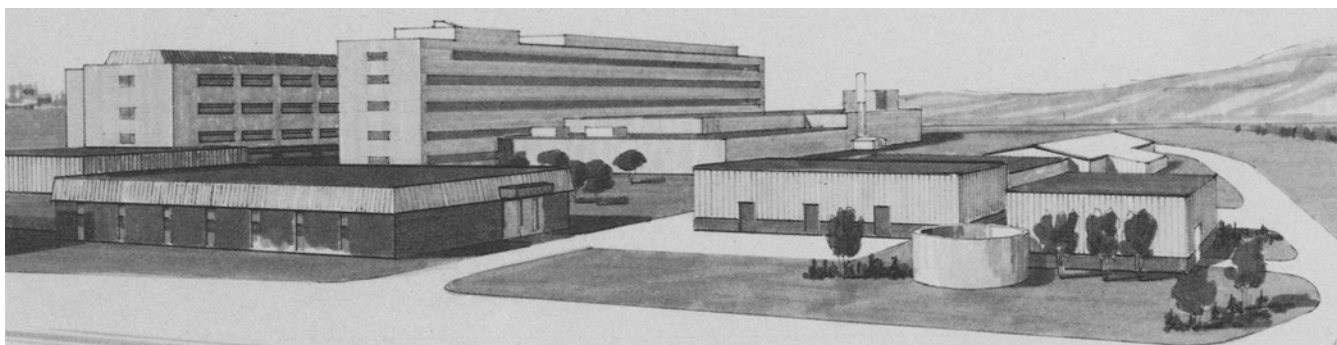


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New Lever research complex



NEW LEVER RESEARCH COMPLEX, situated on an overall 32-acre site, consists of six new buildings in addition to existing facilities.

A ground-breaking ceremony was held in March for a \$40-million expansion of the Lever Research and Development Center at Edgewater, New Jersey.

The expansion program will double the present research space and the size of the research staff in two years. The new complex — due for completion early in 1985 — will be on a 32-acre site, including land previously occupied by the Lever manufacturing plant on River Road, which was to phase out production operations by April 1.

The major new additions include a four-story sciences laboratory building for the life sciences and physical sciences groups, a safety assurance laboratory for testing the safety and effectiveness of products, a new pilot plant addition for detergent powders and a new consumer test center.

The present Lever Research and Development Center was opened in 1952 and currently employs a technical staff of about 275 men and women and a support staff of 100.

70 attend symposium

Approximately 70 persons attended the Southwest Section's second annual one-day seminar, "Product Development—From Lab Bench to Market Shelf" held in late February in Buena Park, California.

John Barrett of Purex began the program with a review of the role of research and development chemists in product development. The main factor in any new product is its "reason for being," Barrett said. This may be a desire to utilize unused production capacity, to meet new consumer demands or needs, or a chance to use a new technological development.

Dennis Dixon of Conoco spoke on future cost and availability of surfactants and raw materials.

William Findley of Ciba Geigy reviewed fluorescent whitening agents use in today's detergents and noted the industry could now be considered "mature," chosen for compatibility with the detergent raw materials and performance capability.

Craig Kelley of PQ Corporation discussed the function and use of sodium silicate in detergent agglomeration. Because of equipment limitations, agglomeration is best suited today to production of automatic dishwashing detergents and of concentrated heavy duty laundry materials, Kelley said.



Symposium speakers, from left, Jerry Lindauer, IFF Corporation; Bill Findley, Ciba Geigy; Craig Kelley, PQ Corporation; John Barrett, Purex Industries; Mike Jaglois, Ramey Communications; Les Leenerts, Purex Industries; and Dennis Dixon, Conoco.

Jerry Lindauer of IFF Corporation spoke on the role of fragrance in household cleaning products, noting that although fragrance may be the most expensive ingredient, on a pound-for-pound basis, it is worth its cost in that consumers' perceptions of clearing ability can be mightily af-

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ected by fragrance. He cited several studies on consumers' evaluation of test products in which the only variable was the fragrance.

Les Leenerts of Purex reviewed labeling laws affecting the detergent industry. Among the federal regulations involved are the Fair Packaging and Labeling Act, Consumer Product Safety Act, Hazardous Substances Act, and Poison Prevention Packaging Act.

Mike Jaglois of Ramey Communications spoke on how the R&D work affects advertising campaigns. Jaglois noted that no one knows a new product better than the people who create it. He recommended developing a list of product benefits and problems from the consumers' point of view, as well as what makes the product different from its competitors.

While most of the registrants were from Southern California, there were some from as far away as Wisconsin. The first such seminar, held in 1982, attracted approximately 55 registrants.



Southwest Section symposium committee members (seated) program chairman Brian Flynn, general chairman Marjorie Besemer, both of Purex; and (standing, from left) registration chairman Alan Heller of Witco Chemical and arrangements coordinator Jack Hudson of Purex. Not pictured is publicity chairman Larry Copeland of Pilot Chemical Corporation.



Midwest SCC officers

1983 officers for the Midwest Chapter of the Society of Cosmetic Chemists are (from left) Frank Jarzembowski of Alberto-Culver, treasurer; Eugene Frank of Jovan Inc., chairman; Janet C. Kosiek of Stepan Chemical, secretary; and Jerome Feit of Jerome Laboratories Inc., chairman-elect.

Algerian plant announced

Extraction De Smet N.V. of Belgium has begun engineering studies after receiving a contract valued at more than \$50 million from the Algerian government to construct a major refinery and soap production plant.

The contract, from SOGEDIA, the national fats and oils monopoly, is for two vegetable oil refining lines with capacities of 200 metric tons per day each, complete conditioning and fatty acids distillation facilities, and a 200-metric-tons per day soap plant, according to an announcement from De Smet USA in Atlanta, Georgia.

Sherex, REWO agreement

Sherex Chemical Company has announced it will market low-irritation surfactants from the German firm REWO Chemische Werke GmbH. Both Sherex Chemical Company and REWO Chemische Werke GmbH are wholly owned subsidiaries of Schering A.G., West Berlin, Germany.

Publications

Compilation of Extra Framework Sites in Zeolites, by W. J. Mortier (Butterworth Scientific Limited - Journals Division, PO Box 63, Westbury House, Bury Street, Guildford, Surrey, U.K. GU2 5BH, 67 pp, 1982, £ 5 plus postage and handling costs).

This softcover reference booklet was issued by the Structure Commission of the International Zeolite Association. It is a condensed compilation of 36 synthetic and natural zeolite crystal structure types with emphasis on the distri-

bution of the cations and extra-framework species in the zeolite cavities and channels. The Commission correctly assessed the need for this document in light of the ever-increasing number of published structures. The zeolites are presented in alphabetical order using a three-letter mnemonic code based on structure type. The lack of a table of contents or index may be bothersome to those not familiar with the mnemonic code recommended by IUPAC.

A great deal of structural data is presented on each