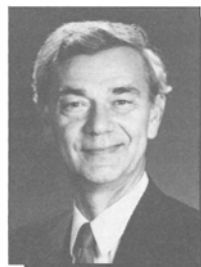


SDA holds annual January meeting

Key soap and detergent industry topics, ranging from regulatory affairs to the industrial and institutional market, will be among the features at the Soap and Detergent Association's (SDA) annual meeting, slated for Jan. 28-31, 1988, at the Boca Raton Hotel and Club, Boca Raton, Florida.

U.S. Secretary of Education William J. Bennett will be the featured speaker at the Friday breakfast, Jan. 29. At Friday morning sessions, ABC News' senior general assignment correspondent Bettina Gregory will discuss regulatory affairs relating to the soap and detergent industry. Also featured will be Michael W. Keran, vice president and chief economist of The Prudential Insurance Co. of America, who will discuss how the macro-economic environment will affect the industry.

Speakers during the concurrent program sessions Saturday will include Michael J. Bennett, president and chief executive officer of Kline & Co. who will talk about strategies for growth in the industrial and institutional market; W.E. Bishop of Procter & Gamble Co., speaking on new approaches for



assessing surfactant biodegradation in the environment; Michael C. Crossin of Gist-Brocades USA Inc., talking on detergency and biotechnology; William R. Findley of Ciba-Geigy Corp., discussing fluorescent whitening agents for modern detergents; Steven J. Knapp of the Department of Crop Science, Oregon State University, speaking on the cooperative cuphea domestication research program; Andrew Sivak, vice president of Arthur D. Little Inc., reporting on linear alkylbenzene sulfonates (LAS); and Steven A. Wilson of SAMI-Burke, speaking on how new information systems will change the distribution process.

Other convention activities include a full day of committee meetings on Jan. 28, and a welcoming reception that evening. The annual SDA business meeting and board of directors meeting are scheduled for Jan. 31. Entertainment at the Saturday evening banquet will feature comedian Robert Klein. There will be a spouses' program including sports and bridge. Tennis, jogging, golf and bridge tournaments also are planned, open to all registrants.

Advance registration and housing forms are available from SDA, 475 Park Ave. S., New York, NY 10016, telephone 212-725-1262.

Bleach growth

Substantial growth is forecast through 1995 for low-temperature bleach and bleach activators in household laundry detergents in West Europe, according to a study by Colin A. Houston & Associates, a consulting firm based in Mamaroneck, New York.

Factors that have spurred research and development of new bleaching systems have included energy and time-saving trends to lower washing temperatures and shorter cycles, as well as the reduced use of phosphates. Efforts have been to find dry bleaches that function at lower wash temperatures or activators that will permit conventional bleaches to work at

lower temperature.

Of the low-temperature bleaches and activators tested, only a few have had even limited success, the study noted, pointing to the activator tetraacetyl ethylenediamine (TAED) as the most successful. In addition to actual bleach performance, new bleach systems must be cost competitive, environmentally acceptable, safe to use and safe for fabrics, while offering consistent product stability.

The study noted that much of the research on low temperature bleach has been conducted by Degussa and Interlox, the major West European producers of conventional oxygen bleach, sodium perborate. Henkel test marketed activator systems in the early 1970s but it was Lever that suc-

cessfully marketed the all-temperature powders using the TAED activator system in the beginning of the 1980s.

Activator usage has boomed since 1984, with 50% of heavy duty detergents in West Europe activated in 1986. Between 1985 and 1990, activators are forecast to grow nearly 25% per year. Seen as the dominant material for activator use, TAED held 80% of the activator market in 1986. TAED producers include Warwick, Hoechst and Henkel. Other activators in use include penta acetylglucose (PAG) and isononanoy oxybenzene sulfonate (ISONOBS). As yet, no commercial low temperature bleach systems for heavy duty liquids have been developed.

Even though low temperature

bleaches and activators are a significant development in the West Europe detergent market, they will not become a major factor in the U.S. market due to the continued dominance of chlorine bleach, according to the consulting firm.

Process seminars

The Federation of Societies for Coatings Technology will hold a series of introductory and intermediate-level seminars on statistical process control (SPC) for the coatings industry during March 1988.

An introductory seminar will be held March 14-15 in Philadelphia, Pennsylvania, March 21-22 in Chicago, Illinois, and March 28-29 in Cleveland, Ohio. The seminar will include identifying appropriate product and machine variables to measure, plotting and interpreting SPC control charts, evaluating process capability and implementing an SPC system. An intermediate-level seminar will be held March 16-18 in Philadelphia and March 23-25 in Chicago. This seminar will stress the practical application of statistical techniques to answer management questions, statistical differences between procedures and the use of correlated variables to control and/or predict outcomes.

For further information, contact the Federation of Societies for Coatings Technology, 1315 Walnut St., Suite 832, Philadelphia, PA 19107.

Joint ventures

Colgate Palmolive Co. and Henkel KGaA have agreed to form a joint venture with the assets of Lesieur Cotelle, the French household cleaning products manufacturer acquired by Henkel during September. Under the agreement, the research and development technology of Cotelle will be shared between Colgate-Palmolive France and Henkel France, subsidiaries of the two firms.

According to Colgate officials, Colgate will obtain product lines in chlorine bleaching, bar soap, and window, household and toilet bowl

cleanser markets as well as Cotelle facilities in Belgium, Luxembourg and Africa. Henkel France will market dishwashing products, fabric softeners and other household cleaners not sold to Colgate.

Meanwhile in the U.S., Colgate Palmolive Co. in October nationally began marketing a detergent pouch containing detergent, softener, antistatic agent and scent in one package. Industry observers said the product, called "Fab 1 Shot," would represent form innovation in the laundry detergent field.

In other ventures, MacroChem Corp. of Woburn, Massachusetts, has announced it will use its patented hydrophilic-lipophilic monomer (HLM) technology in a joint venture with Shell Oil Co. to research and develop specialty chemicals for use in household and industrial surfactant applications.

Under the agreement, MacroChem will supply polymers based on its technology to Shell for testing in various potential commercial products. Shell will evaluate the new polymers and assist in further extensions of the technology.

Bill amended

Proposed legislation in California that would set specific labeling requirements for potentially hazardous household products such as cleansers has been amended to eliminate punitive provisions for violations.

Industry trade groups successfully convinced the California Senate to drop provisions that would have imposed \$10,000 fines for violations. The bill introduced by California Assemblyman William J. Filante first sought written labels on all cleaning products deemed hazardous by the California Waste Management Board, then opted for the use of warning symbols (a red circle with a slash through it) accompanying depictions of a sink drain and trash can.

Chinese soap

Kenneth Halloran, manager of external technical services for

Procter & Gamble's industrial chemical division, recently presented a series of seminars in China on various aspects of soap production.

According to a report in the National Renderers Association (NRA) newsletter *Renditions*, Halloran's seminars emphasized tallow refining and bleaching to help improve the quality of Chinese toilet soap. NRA said Halloran has been working with NRA representative Phillip Laney to improve the quality of China's soap production and to increase demand for U.S. tallow.

The seminars were to be held at soap manufacturing facilities in Shanghai, Harbin, Beijing and Guilin.

Restructuring

Albright & Wilson Ltd., the United Kingdom (UK)-based producer of sodium tripolyphosphates (STPP) and other detergent raw materials, has restructured its board and reorganized its worldwide businesses as the company begins operation "under a new strategic plan," according to an October report in *Chemical Marketing Reporter*.

Robin N. Paul, the company's managing director, said the company will continue to promote its major product groupings, but there will be some shifting. By 1992, for example, STPP, now a major component, will be a minor part of the company's business, while biocides will become more important. "We want to be closer to the major soapers so that we can actually be working on technical problems with them and solving market objectives which they have in the toiletries field," Paul said.

The company will set new research and development priorities under the leadership of John Adsetts, the newly appointed technical director. The company's international organization has been reorganized into four major groups: Albright & Wilson Europe, based in Warley, West Midlands, UK; Albright & Wilson Americas, Toronto, Canada; Albright & Wilson Asia, Singapore; and Albright & Wilson Australia, Melbourne.

News briefs

Pola Chemical Industry Inc. of Japan is using rosmarinic acid extracted from the leaves of rosemary tree for use in foundation-type cosmetics. The rosmarinic acid is used to prevent formation of lipid peroxides, according to a Japan Oil Chemists' Society spokesman.

David Webb, who has worked for Unilever for 34 years, will succeed **John R. Cookson** as president of **Lever Brothers Co.**'s household products division upon Cookson's retirement at the end of December. Webb, who has been elected a director of the company, most recently served as a member of Unilever's overseas committee managing the firm's companies outside Europe and North America.

Akzo NV of The Netherlands has announced it is selling its consumer products division, **Akzo Consumenten Producten**, to **Sara Lee Corp.**, a Chicago-based foods concern. The consumer products division, including personal care and cleaning products, made up approximately 6% of Akzo NV's sales last year. Meanwhile, **Gerard Labelle** has been named director of marketing for **Akzo Chemie Ltd.**, the Canadian unit of **Akzo Chemie**.

British Petroleum has acquired **Crestol**, a United Kingdom producer of shampoos and hair products. Crestol will be integrated into BP's detergent division.

Rhône-Poulenc SA of France has agreed to purchase the basic chemicals businesses of **Stauffer Chemical Co.** from Britain's **Imperial Chemical Industries PLC**. ICI bought Stauffer in July from Unilever but said it was interested primarily in Stauffer's agrichemical business. The businesses obtained by Rhône-Poulenc comprise inorganic commodity chemicals.

A **Sri Lankan** private sector firm manufacturing soap exclusively from coconut oil has exported its first consignment of soap to Los

Angeles, U.S., according to *The Cocomunity* newsletter. The newsletter reported the shipment contained 300 cases of pure coconut oil soap aimed for sale to those who shun animal fat-based products.

The PQ Corp. has appointed **John R. Ahern** manager of industrial chemicals products engineering, **Michael B. Allen** manager of specialty chemicals products engineering, and **Charles F. O'Brien** chief process engineer in its engineering division. Also, **Richard T. Coffey** has been appointed project manager for detergents in the industrial chemicals division, and **Sherry L. Everett** will work as a technical service associate in the industrial chemicals division, providing technical support to the company's sales representatives.

Emery Chemicals has made the following appointments in its chemical specialties group: **Barry Loeb**, vice president of chemical specialties; **Jeff Porterfield**, marketing manager; **Jim Lamont**, manager of technical services and development; and **Bill Noble**, sales manager. Also, **Robert Dames** has been named vice president of marketing and business management and **Pravin Bhutta** will direct international business. The company has begun construction of its \$21 million expansion in Cincinnati, Ohio. The company says a new

solvent separation facility will increase separation capacity by over 50%, allowing Emery to meet market demand for oleic acids as well as its internal needs. The plan also includes increasing design and efficiency of existing separation facilities. Completion of both phases is expected by the end of 1988.



AOCs member **Kenneth F. Schoene** has been promoted to director of the performance chemicals business of **BASF Corp.**'s chemical division. He formerly served as marketing manager of performance chemicals. Meanwhile, **BASF** has opened an emulsion polymerization surfactants application laboratory at its facilities in Wyandotte, Michigan.

Ferro Corp.'s wholly owned United Kingdom subsidiary, **Ferro (Great Britain) Ltd.**, has acquired **MacPherson Drynamels Ltd.**, a major powder coatings manufacturer.

GAF Corp. has reached an agreement to buy privately owned **Alkaril Chemicals Ltd.** of Mississauga, Ontario, Canada, a maker of surfactants, polymeric flocculants, dispersants, polyols, textile processing aids and other specialty chemicals. Alkaril has plants in Mississauga and Winder, Georgia.

Surfactants & Detergents Calendar

1988

January

61st Annual Meeting and Industry Convention, Soap and Detergent Association, Jan. 28-31, 1988, Boca Raton Hotel and Club, Boca Raton, Florida. Contact: The Soap and Detergent Association, 475 Park Ave. S., New York, NY 10016.

March

XIXth Meeting of CED/AID on Surfactants, March 9-11, 1988, Granada, Spain. Contact: Sec-

retaría de la Asociación de Investigación de Detergents (AID), Jorge Girona Salgado, 18-26 Edificio Juan de la Cierva, 08034 Barcelona, Spain.

May

World Surfactants Congress II, "Surfactants in our world—today and tomorrow," May 24-27, 1988, Paris, France. Organized by ASPA, France, and sponsored by the European Committee on Organic Surfactants and Their Intermediates, Avenue Louise 250, Bte. 102, B-1050 Brussels, Belgium.