

# Media Release

## **Clariant presents new sustainable solutions for home and personal care at SEPAWA 2014**

- **Developments for detergents, consumer and industrial cleaning products, cosmetics sectors**
- **Effective EcoTain® labeled innovations, plus new emphasis on heavy duty detergent powders**
- **Booth 658 - 660, SEPAWA 2014, October 15-17, 2014**

Muttenz, October 15, 2014 – Clariant, a world leader in specialty chemicals, is presenting innovative, sustainable and trend-based solutions to support the changing needs of the home, fabric and personal care markets at the 61st SEPAWA, taking place in Fulda, Germany, on October 15-17, 2014. The SEPAWA Congress and European Detergents Conference is Europe’s largest home and personal care industry forum.

Clariant is exhibiting on Booth 658-660 under the twin banners “We care about home” and “Uncover the Secret Code of Beauty.” Experts will present comprehensive and viable solutions to increase efficiency, reduce costs and improve the environmental compatibility of products for a wide range of applications.

With a strong focus on customer and consumer needs, Clariant continues to create new ingredients, formulation concepts and services that stand out with their high levels of sustainability in production and use. The company has made significant progress in the development of cosmetic ingredients based on bio-based ingredients, for example, and now offers portfolios of EcoTain® designated products characterized by providing “sustainability at every step” to home care and personal care applications.

Visitors to the Clariant stand will be able to obtain technical details behind the new developments, while attendees to the conference can hear a presentation on GlucoPure™ FOAM and GlucoPure DEG, a new generation of surfactants for hand dishwashing liquids.

Product highlights at the Clariant Booth include:

### **Pigments, pigment preparations and dyes for eye-catching cleaning products**

- The Sanolin Lave Liquid range of water-based non-staining liquid colorants combines bright and brilliant shades with easy rinsability from skin and fabrics. All colorants are suitable for fabric and home care products, and allow them to be labeled with well-recognized ecolabels such as the EU Ecolabel or the Nordic Swan.

- Duasyn® and Sanolin® water soluble dyes, available in liquid or powder form, cover a wide range of shades. Clariant has extended the liquid dye range to support a dust-free, easy, and efficient handling of a colorant's formulation and production.
- Clariant offers pigment preparations formulated specifically for the shoe care industry. Products from its Colanyl®, Flexonyl® and FM-BR granules ranges have been especially selected and tested for application in aqueous shoe care emulsions and wax based shoe polishes.
- Clariant's core range of dyes, pigments and pigment preparations offers a broad variety of color solutions to formulate all desired cleaning products. They also meet the requirements of the Nordic Ecolabel "Nordic Swan" and the EU Ecolabel.

### **New rheology modifiers and surfactants**

- New addition to the Hostagel range of rheology modifiers providing powerful opportunities to enhance the look, feel and pour of home care products with Hostagel CL for chlorine bleach gel formulations.
- GlucoPure is a home care market breakthrough in "bio-based " ingredients with best-yet performance power, meeting consumers' desire for effective yet natural and more environmentally compatible cleaning products. GlucoPure is based on glucose and natural oils – RSPO certified palm oil and coconut oil – and has a Renewable Carbon Index (RCI) of 95%.

### **Natural oil for skin and hair care**

- Plantasens® Abyssinian Oil is an inspiring natural oil for radiant hair and skin. This versatile oil is extracted from the seeds of Crambe Abyssinica, a plant native to the rich soil of the African highlands. This old world crop was recently rediscovered and explored by Clariant in response to the growing demand for effective bio-based ingredients in personal care.

### **Additives for heavy duty detergent powder formulations**

In recognition of the continuing importance of powders as a product form for laundry detergents, Clariant's Business Unit Functional Minerals has created the new global segment, Detergent Additives, to provide products and technologies supporting heavy duty powder formulations. With expertise in chemical and polymer synthesis, inorganic carrier formulation, application development and granule processing, Clariant is uniquely positioned to develop and optimize chemical and physical properties of granules to meet the increasing demands of home care powders, including performance boosters and aesthetic modifiers.



Clariant presents new sustainable solutions for home and personal care at SEPAWA 2014. (Photo: Clariant)

**CORPORATE MEDIA RELATIONS**

**CARSTEN SEUM**

Phone +41 61 469 63 63  
carsten.seum@clariant.com

**STEFANIE NEHLSSEN**

Phone +41 61 469 63 63  
stefanie.nehlsen@clariant.com

EcoTain<sup>®</sup>, Duasyn<sup>®</sup>, Sanolin<sup>®</sup>, Colanyl<sup>®</sup>, Flexonyl<sup>®</sup> AND Plantasens<sup>®</sup> ARE TRADEMARKS OF CLARIANT REGISTERED IN MANY COUNTRIES.  
™ FILED TRADEMARK APPLICATION

[www.clariant.com](http://www.clariant.com)

Clariant is a globally leading specialty chemicals company, based in Muttenz near Basel/Switzerland. On December 31, 2013 the company employed a total workforce of 18,099. In the financial year 2013, Clariant recorded sales of CHF 6.076 billion for its continuing businesses. The company reports in four business areas: Care Chemicals, Catalysis & Energy, Natural Resources, and Plastics & Coatings. Clariant's corporate strategy is based on five pillars: increase profitability, reposition portfolio, add value with sustainability, foster innovation and R&D, and intensify growth.

Press release and photography can be downloaded from [www.clariant.com](http://www.clariant.com) or [www.PressReleaseFinder.com](http://www.PressReleaseFinder.com).