



DIE AKADEMIE
FRESENIUS

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Where Experts Meet!

14th International Akademie Fresenius Conference

Detergents and Cleaning Products

17 and 18 September 2026
in Mainz/Germany
and via Live Stream

Highlights

Regulatory deep dive

- Detergents Regulation revision: Key upcoming changes
- ESPR working plan and its relevance for detergents
- Chemicals Industry Action Plan and Omnibus Package: Industry implications

Hygiene and microbial cleaners

- Stricter BPR requirements and approval changes
- Microbial cleaners: Regulatory status, claims and greenwashing risks
- New insights for hygiene product innovation

Critical ingredients and risk debate

- Latest findings on phosphonate degradation
- Environmental and regulatory implications

Probiotic and next-generation cleaning

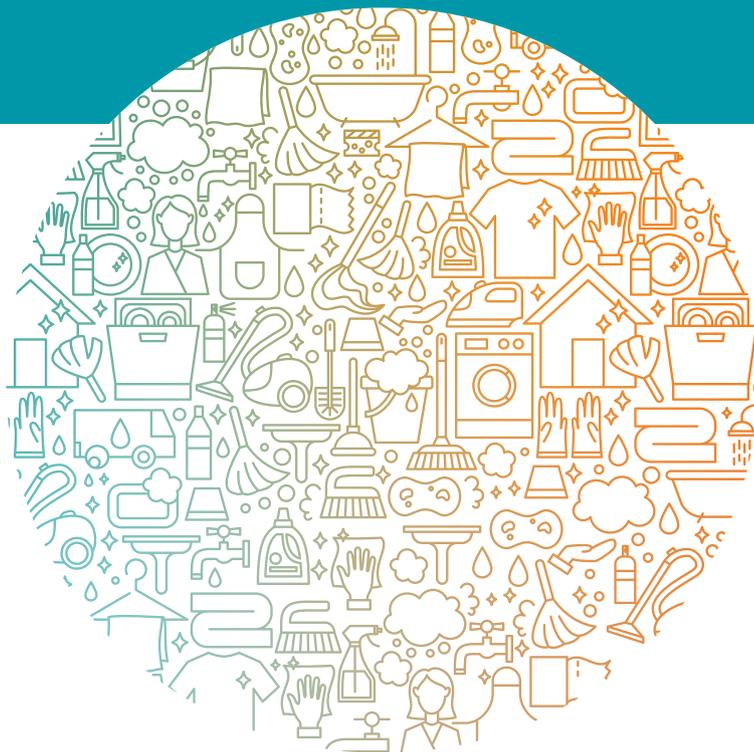
- Performance testing of probiotic cleaners
- Real-world application: What works in practice
- Biosurfactants and low-impact cleaning technologies

Testing, consumers and behaviour

- Advances in cleaning performance testing
- Insights from consumer studies and dishwashing habits
- Short-cycle hygiene efficacy in dishwashers

Innovation and regulation

- Microplastics legislation and fragrance encapsulation
- Microbiome and probiotic impacts on textile hygiene



The Experts

Dirk Bockmühl Rhine-Waal University of Applied Sciences | **Britta Brands**

Dr. Brill + Prof. Bockmühl Institute for Applied Hygiene | **Florian H. H. Brill**

Dr. Brill + Partner Institute for Hygiene and Microbiology | **Majlinda Cobaj**

A.I.S.E. (European Detergents and Maintenance Products Association) |

Frank Dierkes Reckitt Benckiser Global R&D | **Philip Heldt** Consumer

Association of North Rhine-Westphalia | **Carolin Huhn** University of

Tübingen | **Julie Janssis** A.I.S.E. (European Detergents and Maintenance

Products Association) | **Matthias Kudla** Rhine-Waal University of Applied

Sciences | **Zena Malocho** SGS Institut Fresenius | **Meris Milek** Evonik

Corporation | **Stephanie Morris-Piou** IKW (German Cosmetic, Toiletry,

Perfumery and Detergent Association) | **Dorit Munzke** Stiftung Warentest |

Machiel Olde Dubbelink NobelBio | **Lars Pfeiffer** SGS Institut Fresenius |

Volkert de Villeneuve Lysning Innovation Consultants | **Mirko Weide**

Henkel | A representative of **Procter & Gamble**

**INSTITUT
FRESENIUS**

SGS

Thursday, 17 September 2026

Timings are in
Central European Summer Time [CEST](#).

Morning Session | 09:30 – 13:30 CEST

09:00 Registration and coffee

09:30 Welcome address by the organisers and the Chair
Dirk Bockmühl, Rhine-Waal University of Applied Sciences,
Germany

The presentation slots include sufficient time for questions and answers.

Regulatory deep dive and implications for industry

09:40 **Regulation (EU) 2026/405 on detergents and surfactants: What it means for the industry, key timings, and the road ahead**

- New Detergents and Surfactants Regulation (EU) 2026/405 and what it means in practice for industry
- Key changes, critical deadlines, and transitional provisions
- Secondary legislation shaping implementation in the years ahead

Julie Janssis, A.I.S.E. (European Detergents and Maintenance Products Association), Belgium

10:10 **Current state of the EU Biocidal Products Regulation (BPR) – implications for detergents and cleaning products**

Lars Pfeiffer, SGS Institut Fresenius, Germany

10:40 **Navigating the Chemical Omnibus Package: Understanding the regulatory change and compliance challenges for detergents under CLP**

Stephanie Morris-Piou, IKW (German Cosmetic, Toiletry, Perfumery and Detergent Association), Germany

11:10 **The Ecodesign for Sustainable Products Regulation (ESPR) working plan – what it means (and doesn't) for detergents**

Majlinda Cobaj, A.I.S.E. (European Detergents and Maintenance Products Association), Belgium

11:40 Coffee break

12:10 **Current regulatory developments on hygiene products and microbial cleaners**

- BPR: Stricter approvals, some actives banned, push for alternatives
- Probiotics: More microbial cleaners, unclear status (biocide/other), safety & claim checks
- Claims & greenwashing: Proof for hygiene claims, stricter green marketing rules

Florian H. H. Brill, Dr. Brill + Partner Institute for Hygiene and Microbiology, Germany

Critical ingredients & risk debate

12:40 **Degradation of phosphonates – new scientific findings**

Carolin Huhn, University of Tübingen, Germany (invited)

13:10 Panel discussion

13:30 Lunch break

Afternoon Session | 14:30 – 17:30 CEST

Probiotic cleaning – from concept to market

14:30 **Probiotic cleaning: Testing and performance evaluation**

Britta Brands, Dr. Brill + Prof. Bockmühl Institute for Applied Hygiene, Germany

15:00 **Probiotic cleaners in practice – what works, what doesn't**

Machiel Olde Dubbelink, NobleBio, The Netherlands

15:30 Coffee break

16:00 **Enhancing cleaning performance with surfactant-microbial systems**

Meris Milek, Evonik Corporation, USA (virtual)

Testing & methodology

16:30 **Advances in testing of cleaning products**

Zena Malocho, SGS Institut Fresenius, Germany

17:00 Panel discussion

17:30 Summary and end of the first day

18:30 Departure to the joint evening event



To round off the first day of the conference, we warmly invite you to the Weinstube Gelbes Haus in Eltville. In the charming atmosphere of this traditional Rheingau wine tavern, we will enjoy a relaxed evening together with regional cuisine and selected local wines. Join us and let the day come to a pleasant close. We look forward to seeing you there!

[→ Book now](#)



Information available online at: www.akademie-fresenius.com/detergents

Friday, 18 September 2026

Timings are in
Central European Summer Time [CEST](#).

Morning Session | 08:30 – 13:00 CEST

08:30 Brief address by the Chair

Dirk Bockmühl, Rhine-Waal University of Applied Sciences, Germany

Consumer reality check

08:40 Selected projects from Stiftung Warentest in the field of homecare and laundry products

Dorit Munzke, Stiftung Warentest, Germany

09:10 Kitchen hygiene – consumer expectations vs. reality

Philip Heldt, Consumer Association of North Rhine-Westphalia, Germany

Machine dishwashing – habits, technology & standards

09:40 Sinner revisited: Hygiene efficacy of short cycles in domestic dishwashers

Matthias Kudla, Rhine-Waal University of Applied Sciences, Germany

10:10 Coffee break

10:40 Update on dishwashing habits and sustainability

A representative of Procter & Gamble (confirmed)

11:10 Sustainability in automatic dishwashing – from the point of view of the detergent formulator

- Eco programmes as a key sustainability lever and dependence of their effectiveness on correctly formulated detergent
- Reduction of environmental impact and repeat cleaning through precise dosing
- High performance at low water usage and low temperatures enabled by modern formulations as the chemical basis of sustainable cleaning and rinsing processes

Frank Dierkes, Reckitt Benckiser Global R&D, Germany

Innovation & regulation

11:40 Fragrance encapsulation in laundry care: Navigating performance, stability and microplastics legislation

- Microplastics legislation in the context of fragrance microencapsulation
- Fragrance technology

Volkert de Villeneuve, Lysning Innovation Consultants, The Netherlands

12:10 Influence of probiotics and microbiomes on laundry and home care hygiene

Mirko Weide, Henkel, Germany

12:40 Panel discussion and summary

13:00 Lunch and end of the conference

On-site and in person or digitally via our Live Stream – the choice is yours!

Connect with your colleagues, clients and partners, network with old and new acquaintances – and just enjoy the on-site event in Mainz.

Should you have missed the opportunity to secure one of our on-site places – or prefer not to travel, you can follow the contributions and discussions from the location of your choice: Via our Live Stream!

International Online Conference Implementing the PPWR

21 May 2026

A concise update on the EU Packaging and Packaging Waste Regulation (PPWR) and its national impacts – tailored for the food and consumer goods industry.

www.akademie-fresenius.com/3957

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Information available online at: www.akademie-fresenius.com/detergents

Registration

By web www.akademie-fresenius.com/detergents
By email registration@akademie-fresenius.com

Participation Fee:

€ 1,995.00 plus VAT on-site in Mainz

Representatives of an authority or a public university are eligible for a reduced fee of **€ 895.00 plus VAT** per person (please provide evidence). The reduced fee cannot be combined with other rebates.

€ 1,195.00 plus VAT Live Stream

Representatives of an authority or a public university are eligible for a reduced fee of **€ 695.00 plus VAT** per person (please provide evidence). The reduced fee cannot be combined with other rebates.

If you are unable to attend, you can order the event documentation for **€ 295.00 plus VAT**.

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Do you have any questions?



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The Organisers

For more than 30 years, Akademie Fresenius has been your partner for practice-orientated training on all the latest topics surrounding the safety and quality of food, consumer goods and chemical products along the whole production chain. Our portfolio not only includes international conferences but also offers national trade meetings, intensive practical seminars and training in small work groups. Our events are designed to promote an active exchange amongst our participants and offer the perfect platform for bringing the industry, the scientific sector, the authorities and the consulting field together. Excellent service, all-inclusive. Our wide-ranging advanced training opportunities contribute to giving our customers the competitive edge in all quality assurance, risk assessment, legal, production and technical questions.

Akademie Fresenius is a joint venture between Carl Remigius Fresenius Education Group, one of the largest private and independent education groups in Germany, and SGS Institut Fresenius, one of the leading German providers of chemical laboratory analysis.

You can find details on upcoming and new events at www.akademie-fresenius.com

Terms of Participation and Purchase: The registration fee includes the participation in the event, event documentation, and, in the case of on-site events, lunch, coffee breaks, beverages as well as the evening event. You will receive written confirmation of your registration. Upon receiving our invoice, please transfer the amount due without further deductions before the event begins. The price of the event documentation includes the login details for the secure download section of our webpage where you will find the presentations in a pdf format. The login details will be sent to you via email after the event.

Group Reductions: For joint bookings received from one company we grant a 15% discount from the third participant onwards.

Terms of Cancellation: For our on-site events, written cancellations or transfers will be accepted free of charge up to four weeks prior to the start of the event. After this date and up to a week prior to the start of the event we will reimburse 50% of the registration fee. We cannot, unfortunately, provide refunds for later cancellations. For our online events, cancellations or rebookings to another event will be accepted free of charge up to one week before the start of the event. In the event of later cancellations or non-login to the online event, no participation fees can be refunded. In this

Who should attend this conference?

- ✓ Home care brand owners and manufacturers
- ✓ Chemical, raw material and ingredient companies
- ✓ Household appliance and hardware manufacturers
- ✓ Retailers and distributors
- ✓ Academics, researchers, and consultants

Conference Venue

Atrium Hotel Mainz
Flugplatzstr. 44, 55126 Mainz
Phone: +49 6131 491-0
Email: info@atrium-mainz.de
www.atrium-mainz.de

We have reserved a limited number of rooms for our participants at the hotel. These rooms can be booked up to four weeks prior to the start of the event. Please book early and directly through the hotel quoting "Akademie Fresenius" as reference.

Of course, participation via our Live Stream is also possible.

case, however, you will receive access to the documentation download after the event. Please note that you can name a substitute participant free of charge at any time.

General Terms and Conditions: By registering, you agree to our General Terms and Conditions as well as to our Privacy Policy. You can find our GTC on the internet (www.akademie-fresenius.com/general-terms) or receive them on request.

Personal Data: The Akademie Fresenius will keep your data for the purpose of organising this event. We will under no circumstances use your data for commercial trade purposes. By registering for this event, you consent to our occasionally contacting you by mail, email or phone in order to provide you with further information from our company. You can, of course, withdraw your consent whenever you wish. At our on-site events, occasionally, we go around taking photos and videos which are then published anonymously on our website. During our online events, image and sound content is transmitted, which may originate from the speakers and from the participants. By registering, you agree that this content may be transmitted within the virtual event space. All participants are prohibited from recording this content. Further information can be found at: www.akademie-fresenius.com/dataprotection.

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