11th International Akademie Fresenius Conference

Detergents and Cleaning Products

28 and 29 April 2020 in Mainz/Germany

Highlights

Trends and innovation
- Latest trends in cleaning products: Insights from a retailer and consumer perspective
- Understanding consumer needs in the product development process at McBride
- Household appliances and demographic change

Going Green
- Sustainability assessment of LHC products: Industry position
- European plant-based surfactants as building block for sustainable products at Werner & Mertz
- Environmental risk assessment for disinfectant cleaning products
- A sustainable life cycle: P&G communication from science to the shelf

Efficiency testing
- Latest test results from Stiftung Warentest and Testfakta Sweden
- Claim-support studies: Consumer expectations and testing strategies
- Market trends and test methodologies for enzymes in hand dishwashing liquids

The Experts


The most significant trade event in spring 2020!
Tuesday, 28 April 2020

8.30  Registration and coffee

9.00  Welcoming speech by the organisers and the Chair
Dirk Bockmühl, Rhine-Waal University of Applied Sciences, Germany

Going Green

9.10  Sustainability assessment of LHC products – industry position
• Motivation for industry assessment
• Regulatory environment and voluntary initiatives
• Focal areas
Horst-Dieter Speckmann, Henkel, Germany

9.40  PEF vs. ISO: Approaches and methods for the ecological assessment of detergents and cleaning agents
• Life cycle approach as basis for ecological assessment
• Methodology specified in PEF-Guidance/PEFCR and ISO standards
• Assessing the feasibility of using PEF/PEFCR for ecolabelling
Florian Antony, Oeko-Institut, Germany

10.10 European plant-based surfactants as building block for sustainable products
• Sustainable surfactants
• Renewable plants and biodiversity
• Kind and origin of vegetable oils
• Performance and synergistic effects
Paula Barreleiro, Werner & Mertz, Germany

10.40  Panel discussion
11.00  Coffee break

11.30  A sustainable life cycle: P&G communication from science to the shelf
• Putting sustainability at scale to action
• Communicating a product’s life cycle
• Helping consumers to safe carbon (and money)
Björn Sievers, Procter & Gamble, Germany

12.00  Expert Discussion: Sustainability – are we just at the beginning? Where does our path lead?
Dirk Bockmühl, Rhine-Waal University of Applied Sciences
Björn Sievers, Procter & Gamble
Horst-Dieter Speckmann, Henkel
Florian Antony, Oeko-Institut
Paula Barreleiro, Werner & Mertz

12.40 Lunch

14.00  Update on EU Ecolabel and Blue Angel for washing and cleaning agents
Peter Buttner, RAL Environment, Germany

14.20  Environmental risk assessment for disinfectant cleaning products: Applicability of degradation data and regulatory impact
• Environmental risk assessment (ERA) approach for biocides
• Degradation data requirements according to BPR
• Impact of degradation data on the refined ERA, on the classification and PBT assessment
Anne-Laure Scelo, Staphyt Regulatory, France

14.40  BPR product authorisation: Experience and challenges
• Lonza’s experience with authorisation
• Impact of changes to guidance on product families
• Challenges for active substance suppliers
Stuart Green, Lonza, UK

15.00  Panel discussion
15.30  Coffee break

Markets & Trends

16.00  Latest trends in cleaning products: Insights from a retailer and consumer perspective
• Overall development of detergents and cleaning products in Germany
• Sustainability: What is important to consumers?
• Packaging trends
• Development of disinfection products
Monica Campestrini, The Nielsen Company, Germany

16.30  AutoDos – a novel automatic multiple dosing device for machine dishwashing
• Detergents for automatic dishwashing
• History of automatic dosing
• AutoDos: Setup and function
Jörg Kinnius, Miele, Germany
Wednesday, 29 April 2020

9.00 Welcoming speech by the Chair
Leo Gros, formerly Fresenius University of Applied Sciences

R&D & Performance Testing

9.05 Understanding consumer needs in the product development process
• Why is it important to understand consumer needs?
• Why do you need a development process?
• Worked examples of when you get it right and wrong
• How we have adapted methods within the process to meet consumer needs
Helen Herd, McBride, UK

9.35 Agile working in R&D
Katharina Baumgarten, Procter & Gamble, Belgium

10.05 Claim-support studies: Consumer expectations and testing strategies
• Safety testing without animal trials: In vitro alternative methods for detergents and cosmetics
• Testing strategies and case studies
• New claims – possibilities and limitations
Carlos Hanisch, SGS Institut Fresenius, Germany

10.25 How performance can impact the resource consumption
Zena Malocho, SGS Institut Fresenius, Germany

10.45 Panel discussion
11.15 Coffee break

11.45 The impact of biotechnological cleaning products on the microbiological quality of surfaces
• A study made in 4 health care centers: Impact of an enzymatic and a bacterial based cleaning product
• Analysed parameters: Microbial count, cleanliness and total organic carbone
• Test results
Steve Teasdale, InnuScience, Canada

12.10 Boosting performance of hand dishwashing liquids with enzymes
• Consumer needs, market trends & test methodologies
• Formulating hand dishwashing liquid matrices for optimal enzyme application
• New enzyme solutions to tackle stubborn stains and meet customer needs
Enda Carey, DuPont Nutrition & Bioscience, The Netherlands

12.35 Selected projects from Stiftung Warentest in the field of homecare and laundry products
• One of the key aspects: Dishwasher detergents
• Further examples and tests
Sara Wagner-Leifhelm, Stiftung Warentest, Germany

13.00 Testfakta projects
• Current test results in the field of homecare and laundry products
• Testfakta Bio-based claim: Requirements, test procedure and documentation
Magnus Larsson and Bengt Vernberg, Testfakta, Sweden

13.30 Panel discussion
14.00 Lunch and end of the conference
The Experts

Florian Antony works at the Oeko-Institut as an expert in life cycle assessment, corporate carbon footprinting and product carbon footprinting. As part of his work he assessed the potential applicability of PEF results in the context of ecolabelling detergents.

Paula Barreleiro is responsible for product development (home & personal care and professional cleaning) at Werner & Mertz. She has more than 18 years of experience in the consumer goods industry including fabric care, surface cleaners, dish and personal care.

Katharina Baumgarten is responsible for global innovation of laundry detergents at Procter & Gamble in Belgium. She has broad experiences in R&D across fabric care, surface cleaners, dish care and food & beverages.

Dirk Bockmühl is a Professor for hygiene and microbiology at the Rhine-Waal University of Applied Sciences in Kleve, Germany. His research interest is in domestic hygiene, especially in the development of consumer-related test methods for laundry and cleaning, and in the research on microbial communities in the domestic setting.

Peter Buttner has been working for RAL in Germany since 2009. RAL is the awarding body for the German Blue Angel and the European Ecolabel. He is responsible for the award criteria of the product groups paints and varnishes, detergents and cleaning products, printer and further product groups.

Monica Campestrini works as an Analytic Consultant at The Nielsen Company for a multinational manufacturer in the home and fabric care categories. Besides the classical consultancy service on distribution, price and promotion strategy she is supporting her client on topics such as sustainability and innovation success drivers.

Enda Carey is an Application Scientist in Home & Personal Care at DuPont Nutrition & Bioscience, The Netherlands. He has a PhD in Physical Chemistry and has worked for 5 years in formulating surfactant matrices for various industrial markets.

Stuart Green is a Regulatory Manager at Lonza. After a number of years working in industrial research, he subsequently moved into a regulatory role. At Lonza his main focus is on biocides, primarily disinfection, under the Biocidal Products Regulation.

Leo Gros retired as a Professor at Fresenius University of Applied Sciences in 2016 after 35 years of service. He was the Vice-President for the Department of Chemistry & Biology as well as for International Relations. He is now a member of the University Advisory Board and Special Delegate to the University Executive Committee.

Carlos Hanisch, toxicologist and biochemist, is working as an Innovation Product Manager for SGS Institut Fresenius. He is specialised in in vitro alternative methods for detergents and cosmetics and focused on performance tests for customised claim-support. He has more than 6 years of experience in vitro techniques and toxicological scientific issues.

Helen Herd is R&D Director for McBride and leads a team of scientists covering formulation and packaging development along with product innovation and regulatory affairs. McBride manufactures a broad range of homecare powder and liquid products to the top 50 retailers in Europe. She has worked at McBride for over 20 years in mainly homecare product research & development.

Jörg Kinnius has been working in R&D, Innovation Department, at Miele Bielefeld plant since 1998. He concentrates on project management in pre-development topics and is a specialist for detergent testing. He recently worked on PowerDisk Detergent together with an external partner.

Magnus Larsson is Head of Sales & Business Development at Testfakta Biobased Europe in Stockholm. He has a background from The Swedish Trade and Investment Council where he assisted Swedish companies, mainly within retail and environmental technology, with their international expansion. Magnus deepened his knowledge within the area of certification schemes in connection with his previous experience from working at a well-known Swedish hair care brand.

Zena Malocho is working in the field of Cosmetic, Personal Care & Household Consumer Testing Services at SGS Institut Fresenius Germany.

Sara Wagner-Leifhelm is currently working as a project manager for Stiftung Warentest and is engaged in the testing of washing and cleaning agents among others. She has several years of experience in analytical and product development in an industrial environment.

Anne-Laure Scelo is an agronomist with a PhD in environmental toxicology. She works as a regulatory expert for Staphyt responsible for environmental risk assessment (including QSAR screening and higher tier modelling). Before, she has worked as an ecotoxicologist at the French Agency for Food, Environmental and Occupational Health & Safety in the field of biocides and REACH regulations.

Björn Sievers is responsible for Brand Communications DACH Fabric & Home Care at Procter & Gamble Germany. His statement: Putting sustainability at scale to action is a long distance run and a joint effort at the same time. Nothing is black or white, many challenges need multiple players to partner. As a communications manager I help to navigate this complexity; for the benefit of internal and external stakeholders.

Sascha Skorupka is Professor of physics and technology in the department for Nutritional, Food and Consumer Science at the Hochschule Fulda University of Applied Sciences. His work focuses on household technology and its domestic application under the aspects of sustainability and usability.

Horst-Dieter Speckmann works at Henkel where he is responsible for the LHC products marketed in Germany from a technical and a regulatory point of view. He holds a PhD in Physical Chemistry and is active in several associations and societies like IKW, GDC and SEPAWA including the stakeholder dialogue Forum Waschen.

Steve Teasdale is Managing Director and Vice President of Scientific Affairs at InnuScience in Canada. InnuScience develops and manufactures innovative biotech cleaning products for the professional cleaning sector.

Bengt Vernberg is responsible for Business Development at Testfakta Research Nordic in Sweden, which is an independent test and research company specialising in laboratory testing and evaluation of products for consumers and professional users.

The Experts
About

Who do you meet?

Groups that should take part:
Managers and Scientists in the field of
• Research & Development
• Application Technology
• Product Management & Marketing
• Quality Testing & Quality Assurance

Sectors that should take part:
• Consumer Product Manufacturers
• Raw Material Producers and Suppliers
• Household Appliance and Hardware Manufacturers
• Testing Laboratories and Lab Equipment Suppliers

Trade Exhibition

Our conference provides you with the opportunity of presenting your company in a trade display. Present your products and services and reach out to your specific target groups. We would be happy to provide you with information on all the various options available – from displaying product information to an exhibition stand – with no further obligation on your part. Use the attached fax reply sheet to request our information material. Or simply call us. We would be more than pleased to assist you personally.

Dominique Bischoff
phone: +49 231 75896-64
dbischoff@akademie-fresenius.de

The Organiser

For 25 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 Cognos, 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

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Do you have any questions?

Programme and conceptual design
Ilka Müller
phone: +49 231 75896-75
imueller@akademie-fresenius.de

Organisation and participant management
Analisa Mills
phone: +49 231 75896-77
amills@akademie-fresenius.de
**Venue**

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

We have reserved a limited number of rooms for our participants at reduced rates at the hotel. These rooms can be booked up to 4 weeks prior to the start of the event. Please book early and directly through the hotel quoting “Akademie Fresenius” as reference.

**Registration**

By web  [www.akademie-fresenius.com/2725](http://www.akademie-fresenius.com/2725)  
By email  registration@akademie-fresenius.com  
By fax  +49 231 75896-53  

**Hotline**  +49 231 75896-50  
Die Akademie Fresenius GmbH  
Alter Hellweg 46, 44379 Dortmund  

**Participation**

- I would like to take part in the 11th International Akademie Fresenius Conference “Detergents and Cleaning Products”, 28 and 29 April 2020 in Mainz/Germany. Fee: € 1,895.00 plus VAT.  
- I am a representative of an authority or a public university and therefore eligible for a reduced fee of € 795.00 plus VAT (please provide evidence). The reduced fee cannot be combined with other rebates.  
- I would like to take part in the evening event on 28 April 2020 (included in the above price).

**Event Documentation**

- Unfortunately, I am unable to attend. Please send me the complete documentation for € 295.00 plus VAT.

**Trade Exhibition**

- Please send me information on available options for trade exhibition and presenting product information.

**Terms of Participation and Purchase**

The registration fee includes the event participation, event documentation, 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 a hard copy of the documentation as well as an access code to the secure Akademie Fresenius download area. Both the documents and the secure access code will be dispatched around two weeks after the event and as soon as advance payment has been received.

**Group Reductions**

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

**Terms of Cancellation**

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. Please note that you can name a substitute 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. In signing this form you consent to our occasionally contacting you by mail, email, fax or phone (please strike through if unwanted) in order to provide you with further information from our company. You can, of course, withdraw your consent whenever you wish. Occasionally we go around taking photos and videos at our events. These are then published anonymously on our website. Further information can be found at: www.akademie-fresenius.com/dataprotection.

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