



2 and 3 December 2020 | Online Conference | Die Akademie Fresenius GmbH

11th International Akademie Fresenius Conference “Detergents and Cleaning Products” +++ONLINE CONFERENCE+++



www.akademie-fresenius.com/2858

Programme

PLEASE NOTE: The indicated times refer to Central European Time CET.

Wednesday, 2 December 2020 | Morning Session 10:30-13:00 CET

Chair: **Stephan Haubold**, Fresenius University of Applied Sciences, Germany

Going Green

Sustainability assessment of LHC products – industry position

- Motivation for industry assessment
- Regulatory environment and voluntary initiatives
- Focal areas

Christine Schneider, Henkel, Germany

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

European plant-based surfactants as building block for sustainable products

- Sustainable surfactants
- Renewable plants and bio diversity
- Kind and origin of vegetable oils
- Performance and synergistic effects

Paula Barreleiro, Werner & Mertz, Germany

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 save carbon (and money)

Björn Sievers, Procter & Gamble, Germany





Wednesday, 2 December 2020 | Afternoon Session 14:00-16:30 CET

Going Green

What can consumers do today to make their laundry process more sustainable? A snapshot of the German laundry detergent market

- Basic factors of influence: Energy efficient machines with low water consumption, correct wash load and appropriate program
- Essential for the sustainability factor: Choice of the right detergent
- Evaluation of a selection of German market products

Barbara Dücker, Novozymes Germany

Update on EU Ecolabel and Blue Angel for washing and cleaning agents

Peter Buttner, RAL, Germany

Disinfectant cleaning products

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

BPR product authorization: experience & challenges

- Lonza's experience with authorisation
- Impact of changes to guidance on product families
- Challenges for active substance suppliers

Stuart Green, Lonza, UK

Thursday, 3 December 2020 | Morning Session 10:30-13:00 CET

Chair: **Dirk Bockmühl**, Rhine-Waal University of Applied Sciences, Germany

Markets, Trends and Product Development

HI&I ingredients: How the market answered to the 2020 scenario and what to expect going forward

- What was the impact of Covid-19 on the market of ingredients for HI&I applications?
- How are consumer trends changing and what is the long term impact on ingredients?

Nicola Matic, Kline & Company, Czech Republic

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





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

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

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Performance Testing

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

New consumer relevant soils for testing the performance of automatic dishwashing detergents

Bianca Nerowski, SGS Institut Fresenius, Germany

How performance can impact the resource consumption

Zena Malocho, SGS Institut Fresenius, Germany

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

Testfakta projects

- Current test results in the field of homecare and laundry products
- Testfakta Bio-based claim: Requirements, test procedure and documentation

Klaus Hahn and **Bengt Vernberg**, Testfakta, Sweden

Do you have any questions?



Programme and conceptual design

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