DIE AKADEMIE FRESENIUS

Where Experts Meet!

9th International Fresenius Conference

Detergents and Cleaning Products

19 and 20 April 2016
in Mainz/Germany

Highlights

• Trends and drivers in the European household care market: consumer trends and innovative product launches
• R&D challenges in encapsulation of actives and fragrances
• Efficiency testing: methods and latest studies in the field of manual and automatic dishwashing as well as new washing technologies
• Global trends in home hygiene: future hygiene requirements and product developments
• Update on the EU Bio-surfactants project
• Latest test results from Stiftung Warentest and Testfakta Nordic
• Revision of the EU Ecolabel for the six detergent product groups
• Regulatory and safety issues: relevance of the REACH exposure scenarios
• Trends and innovation: developments in selected raw materials and ingredients

Speakers


Significant trade event in spring 2016!
Get-Together on Monday, 18 April 2016
Will you arrive on Monday? Come to the hotel bar at 8 p.m. and meet other participants and speakers in a relaxed atmosphere.

Tuesday, 19 April 2016

8.30 Registration and coffee
9.00 Welcome address by the organisers and introduction by the Chair
Leo Gros, Fresenius University of Applied Sciences

Trends and Markets

9.10 Consumer trends and product innovations in the European household market
- The most important factors driving consumer purchase
- The most innovative product launches in the global household care market
- How important are sustainability and natural values, health and wellness and convenience?
David Jago, Mintel, UK

9.40 Global outline on trends in home hygiene
- Today’s hygiene status and standards in the world
- The future challenges: antibiotic resistances and resource scarcity
- Future hygiene requirements and product developments
Caroline Amberg, Swissatest Testmaterialien, Switzerland

Studies and Testing Methods

10.05 Trends and evaluation of new household washing technologies
- Washing
- Detergent dissolution
Tobias Kimmel, University of Applied Sciences Niederrhein, Germany
(Authors: T. Kimmel, Chr. Kunkel, University of Applied Sciences Niederrhein and A. Kessler, Chr. Nitsch, Henkel)

10.30 New studies on performance methods for manual and automatic dishwashing
Bianca Nerowski and Matthäus Ryl, SGS Institut Fresenius, Germany

Testing for Consumer Purposes

12.00 Legal regulations – test results – consumer expectations
- Regulatory requirements
- Test requirements
- Consumer expectations
Elke Gehrke, Stiftung Warentest, Germany

12.25 Combining the interests of consumers and manufacturers: Testfakta projects in the field of homecare and laundry products
- Testing criteria and current results of Testfakta tests
- Testfakta Research projects
Bengt Vernberg, Testfakta, Sweden

12.50 Panel discussion
13.10 Lunch

Surfactants

14.40 Surfactants in cleaning applications – Global overview and focus on European opportunities
- The Global surfactants markets in HI&I applications
- Focus on the European market
- Consumer trends and their impact on surfactants
- Market outlook
Nikola Matic, Kline and Company, Czech Republic

15.05 Towards an official definition of bio-based surfactants in Europe: criteria to meet the European norms and expected impacts
- Why such a definition?
- Biomass threshold, environmental criteria, sustainability criteria
- Certification scheme
- Expected impacts and links with other initiatives (PEF, Ecolabel…)
Christophe Séné, Stepan Europe, France

15.30 Panel discussion
15.50 Coffee break

Environmental Aspects

16.20 Revision of the EU Ecolabel for the six detergent product groups / Blue Angel for new detergent product groups
Peter Buttner, RAL, Germany
16.55 Cradle to Cradle – Eco-effective cleaning products inspired by nature
• Eco-effectivity versus Eco-effectiveness
• Linear versus circular product design
• Beyond blue – paradigm change
• Cradle to Cradle
Andreas Brakemeier, Werner & Mertz, Germany

17.20 Discussion and end of the first conference day
18.30 Departure time for the evening event

After the first conference day, Akademie Fresenius would like to invite you to a Rhine river cruise along the vineyards of the Rhein valley. You have the opportunity of better getting to know other participants you met during the day over a relaxed meal and stunning views from the river.

Safety and Regulatory Affairs

9.00 The role and relevance of the REACH exposure scenarios
• Chemical Safety Assessment, exposure determinants (consumer, workers and environment) and exposure scenarios for communication in Safety Data Sheets
• Dialogue in the supply chain
• Compliance check and scrutiny of registration dossiers (evaluation and authorisation)
• Relevant actions of the multi-stakeholder initiative from ECHA, the “CSR/ES Roadmap”
Laura Portugal, A.I.S.E., Belgium

9.25 Cleaning products with biocidal claim
Stuart Green, Lonza Consumer Care, UK

Ingredients and Innovations

9.50 What do we learn from consumer behaviour studies on dishwashing in Europe?
• Consumer behaviour
• Energy labelling
• Dishwasher
Rainer Stamminger, University of Bonn, Germany

10.15 Driving dish cleaning performance using insights on soil-detergent-enzyme interplay
• Requirements to maximize dish cleaning
• Enzymatic detergent products
• Soil-monitor development
Roel Hermant, DuPont Industrial Biosciences, The Netherlands

12.05 Managing colours in home and personal care applications
• Role of colours
• Colour psychology
• Colour trends
• Word market place – selection of products
• Finding the right colour for home care formulations
Michael Schork, BTC Europe, Switzerland

12.55 Opportunities and challenges in encapsulation for home and personal care
• Efficient delivery of actives and fragrances
• Outline of current Unilever research projects (keywords: delivery, microcapsules, payload, triggered release, controlled release, leakage, deposition, targeting, stability, micellisation, fragrance/perfume, antimicrobial, antioxidant)
Katherine Thompson, Unilever, UK
The Experts

Caroline Amberg is responsible for international R&D projects covering the development of new detection methods in the fields of laundry hygiene, biofilm prevention and disinfection in the microbiology and hygiene department of Swissatest Testmaterialien in Switzerland.

Andreas Brakemeier, PhD, is Head of Development Professional Products at Werner & Mertz in Germany. He has dedicated himself to a consistently sustainable development of cleaning and care products.

Peter Buttner works 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, textiles and footwear and detergents and cleaning products.

Elke Gehrke is working at Stiftung Warentest in Germany where different household cleaning products and detergents are tested every year. She is involved in all stages of the investigations, from the initial planning to the evaluation and publication of the test results.

Stuart Green is Regulatory Specialist at Lonza Consumer Care UK.

Leo Gros is full Professor at the Fresenius University of Applied Sciences. Until 2013 he was Vice-President for the Departments of Chemistry & Biology as well as for International Relations/International Acquisition (University and Practice Cooperation).

Roel Hermant has 20 years of experience at Unilever in consumer-geography driven technology development (Global Laundry R&D and HomeCare Supply Chain). Since 2012 he is working in the field of Business Application Home and Personal Care at DuPont in Leiden, The Netherlands.

David Jago is Director of Innovation and Insight at Mintel UK. He is responsible for providing tailored research and analysis in the fields of product development, market appraisal and competitor evaluation, to a broad range of packaged goods manufacturers, their suppliers and agencies.

Tobias Kimmel, PhD, is Professor in the working field Cleaning Technology at the University of Applied Sciences Niederrhein in Krefeld, Germany. From 2005 to 2012 he worked at Miele on washing processes and the development of detergents and dosing systems.

Nikola Matic is Industry Manager for the Chemicals and Materials practice of Kline & Company in Prague. He has worked across a range of chemical and energy projects. Currently, Nikola manages flagship industry programs including Personal Care and Hi&I cleaning ingredients.

Bianca Nerowski is Operational Lab Manager Personal and Home Care in the field of Consumer Testing Services at SGS Institut Fresenius in Germany.

Laura Portugal is Technical and Regulatory Affairs Manager at the International Association for Soaps, Detergents and Maintenance Products. She is currently working at A.I.S.E. and at DUCC – Downstream Users of Chemicals Co-Ordination Group.

Antonio Quintieri is Principle Engineer in the field of Process Design – Fabric Care at Procter & Gamble in Belgium. He has spent most of his career in developing and improving processes for liquid, slurries and substrates for different regions and from different innovation centers.

Michael Schork is responsible for the Global Marketing of Home and Personal Care Colorants within BTC Europe, a BASF Company. He is working in the Home and Personal Care Industry since 1996 with many product lines and in various functions.

Patrick Schwarzentbruber is CEO and Chairman of microSTEC in Switzerland. IMPAG and microSTEC develop preservation and disinfection technologies tailored to the requirements of each customer. These improved formulations show an enhanced anti-microbial effect while reducing biocide levels.

Christophe Séné is currently heading the Regulatory Affairs EMEA department at Stepan Europe in France. He has been involved in green legislation including Ecolabels and the European initiative on Bio-based products for which he is chairing the European industry shadow group and the European Standardisation committee on bio-based surfactants.

Rainer Stamminger has a background of 30 years of working with appliances. He is currently working as Professor for household appliances and process engineering at the University of Bonn. He has contributed to various studies also supporting dishwasher regulations.

Katherine Thompson, PhD, works for Unilever R&D supporting global brands including Surf laundry detergents, Domestos bleach, Lifebuoy soap and Sure Deodorants. She is currently working in the Home Care Discover Group. Her primary research focus is in the efficient delivery of actives and fragrances.

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.
About

Who do you meet?
Groups that should take part:
Managers and Scientists in the fields of
- Research & Development
- Application Technology
- Marketing
- Quality Assurance
- Material Inspection

Sectors that should take part:
- Detergents and Cleaning Products Manufacturers
- Raw Materials Producers and Suppliers
- Household Appliance and Hardware Manufacturers
- Testing Laboratories

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.
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The Organiser
For over 20 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

Do you have any questions?
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Terms of Participation and Purchase
The registration fee includes the event participation, event documentation, lunch, coffee breaks, beverages as well as the evening event on 19 April 2016. 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 conference documentation includes a hard copy of the documentation as well as an access code to the secure Akademie Fresenius download area where you can download the complete documentation, including any subsequent updates, in electronic form – subject to the approval of the respective speakers. 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 General Terms and Conditions on the internet (www.akademie-fresenius.com/general-terms) or receive them on request.

Personal Data
The Akademie Fresenius will keep your personal 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. Further information can be found at: www.akademie-fresenius.com/dataprotection.

Event Documentation
Unfortunately, I am unable to attend. Please send me the complete documentation for € 295.00 plus VAT (hard copy and electronic version).

Trade Exhibition
Please send me information on exhibition possibilities during the event.

Venue/Event Hotel
Atrium Hotel Mainz
Flugplatzstraße 44, 55126 Mainz/Germany
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We have reserved a limited number of rooms for our participants at reduced rates 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 "Fresenius" as reference.

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Registration

Participation

○ Yes! I would like to take part in the 9th International Fresenius Conference „Detergents and Cleaning Products“, 19 to 20 April 2016 in Mainz/Germany. Fee: € 1,695.00 plus VAT per person.

○ I am a representative of an authority or a public university and therefore eligible for a reduced fee of € 795.00 plus VAT per person (please provide evidence). The reduced fee cannot be combined with other rebates.

○ I would like to take part in the evening event on 19 April 2016 (included in the above price).