

Sustainability in the Field of Detergent Industry

International EOS Conference
 „Standards in Response to Global Challenges:
 Climate Change, Energy, Water and Nutrition“

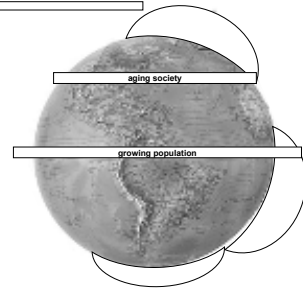
Dr. Frank Roland Schröder

November 26, 2008

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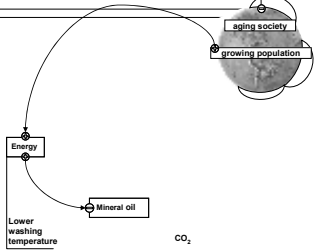
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smaller packaging / bigger letters — spray products
 hygiene — ergonomomy





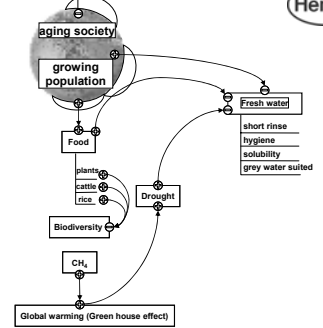
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Ecology: Availability of drinking water 1950





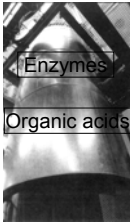

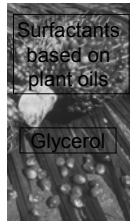

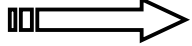


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Using biotechnology and plants as raw material base

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Sources of Vegetable Oils


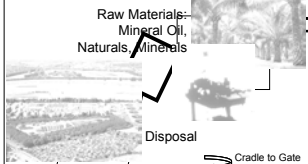

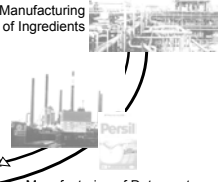
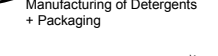
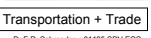


World's Oils and Fats Production Share in 2007

Total Production : 154 million tonnes
Source: (Olivier)

Of all the world's vegetable oils and fats produced in 2007, palm oil had the largest tonnage

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Sustainability and the Life Cycle Concept

Cradle to Gate includes 4 stages
Cradle to Grave includes 7 stages


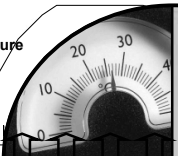


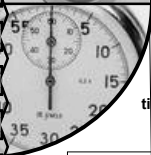
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Laundry detergents and life cycle assessment



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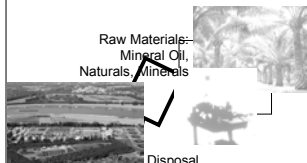

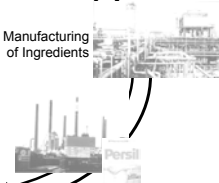
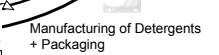

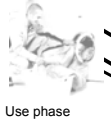

T-A-C-T: Sinner's¹ Wash Cycle

¹ Sinner = German chemist

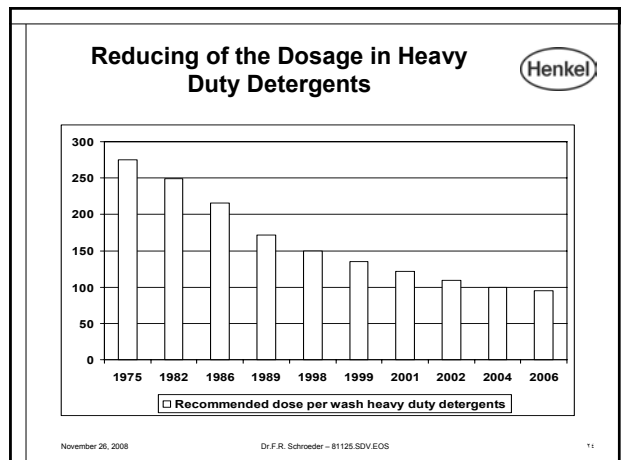
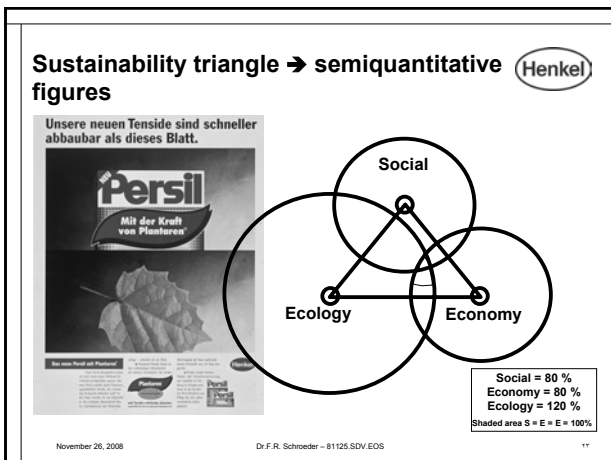
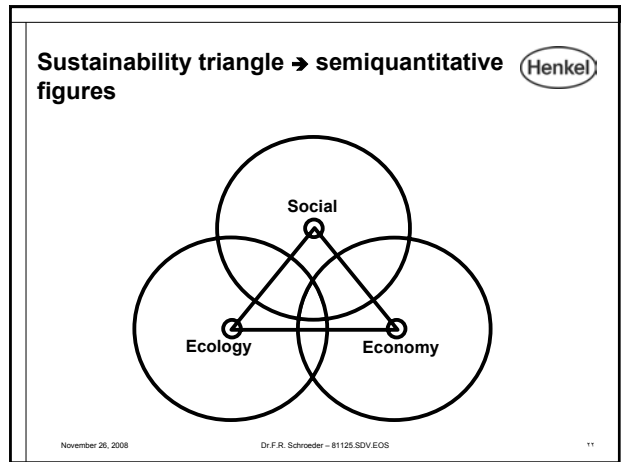
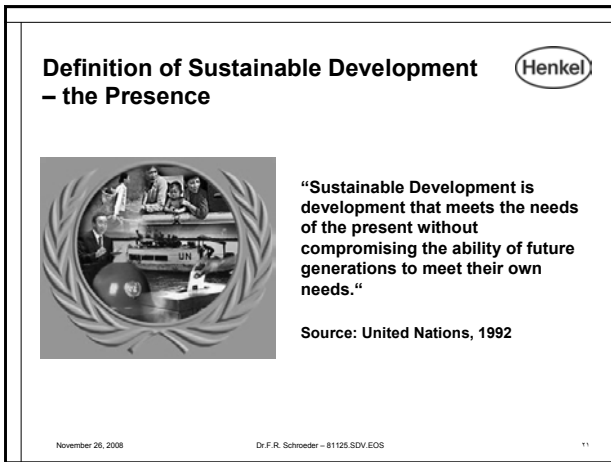
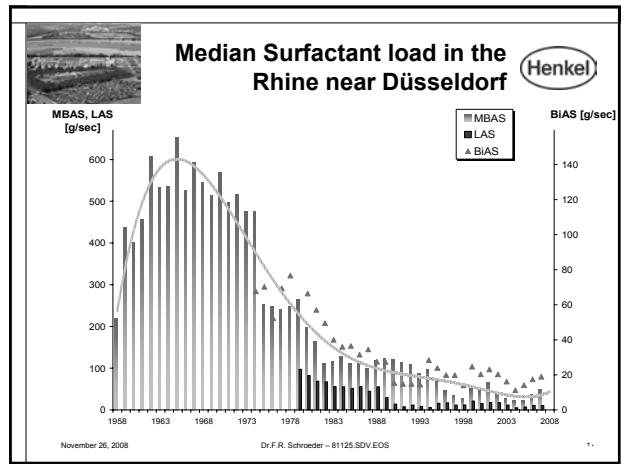
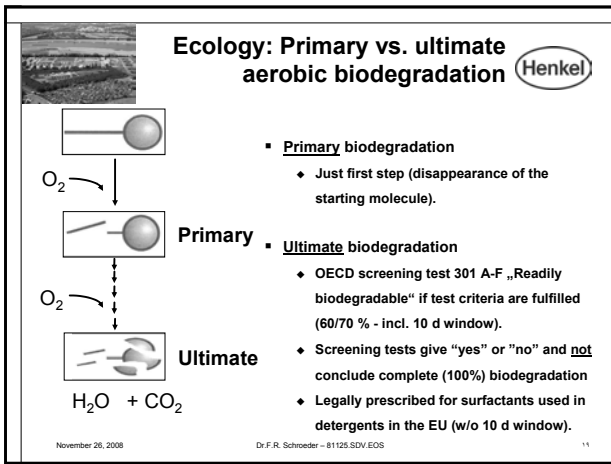
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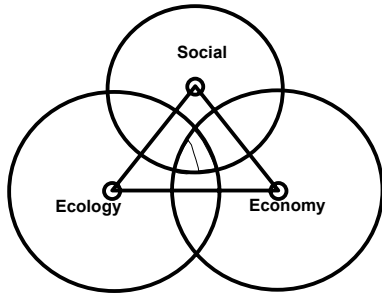









Cradle to Gate includes 4 stages
Cradle to Grave includes 7 stages

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Reducing of the Dosage Increases Sustainability!



Social = 100 %
Economy = 120 %
Ecology = 120 %
Shaded area S = E = E = 100%

Summary



- Megatrends (e.g. scarcity of raw materials, drinking water) will clearly impact our live in the future.
- The concept of sustainability is an important tool for strategic planning and the further development of our world.
- The detergent industry can contribute to the sustainable development of societies by providing innovative products.
- This has to be supplemented by consumer education to fully exploit the potential of modern detergent products.