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*Where Experts Meet!*

13<sup>th</sup> International Akademie Fresenius Conference

# Detergents and Cleaning Products

24 and 25 September 2024  
in Mainz/Germany

## Highlights

### Trends and innovation

- Current market development: channels & segments, price & promotion
- Packaging sizes: promote sustainability and economic efficiency
- Innovation impulse: the sense of urgency or 'what is actually going on out there?'

### Regulatory landscape

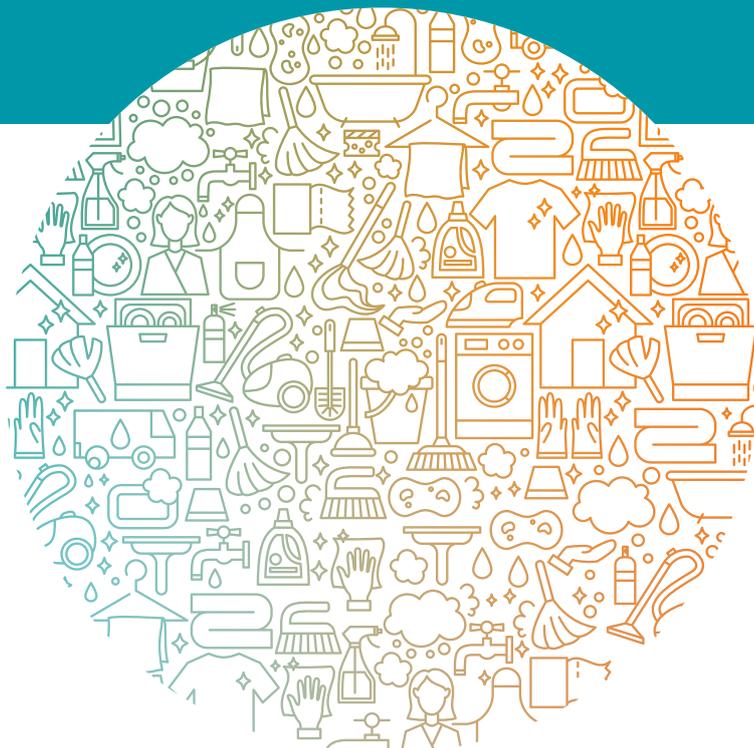
- Revision of the Detergents Regulation
- Detergent regulation worldwide: labelling, registration and requirements beyond the EU

### Going Green

- Revision of EU Ecolabel criteria for cleaning products
- Use of renewable carbon-based ingredients
- Carbon footprint of Home Care formulations
- Household washing machines: measurement methods for microplastics in the effluent water

### Efficiency testing

- Latest test results from Stiftung Warentest
- Pre-treating behaviour before loading items into dishwasher
- Ultrasound for the pre-treatment of stains in laundry cleaning
- Measuring whiteness maintenance
- Odour testing for product optimisation



## The Experts

**Alina Beier** Olfasense | **Cornelius Bessler** Bessler Consulting | **Dirk Bockmühl** Rhine-Waal University of Applied Sciences | **Jens Bode** instant innovate | **Sebastian Burck** RAL Germany | **Gundula Czyzewski** BSH Home Appliances Group | **Yvonne Hornung** Nielsen IQ | **Julie Janssis** A.I.S.E. International Association for Soaps, Detergents and Maintenance Products | **Tobias Kimmel** Niederrhein University of Applied Sciences | **Pauline Minot** Procter & Gamble Belgium | **Matias Emil Moses** Novonesis | **Matthäus Ryl** SGS Institut Fresenius | **Christine Schneider** Henkel | **Peter Schridde** McBride/Chemolux Luxembourg | **Christoph Schwarz** knoell Germany | **Bianca Seelig** BASF Personal Care and Nutrition | **Luca Spadoni** Reckitt Benckiser Italy | **Nergis Ulubilir** Coskun IFF | **Sara Wagner-Leifhelm** Stiftung Warentest

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# Tuesday, 24 September 2024

## Morning Session | 09:00 – 12:45 CEST

08:30 Registration and coffee

09:00 Welcome address by the organisers and the Chair

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

09:10 **Revision of the Detergents Regulation**

- Status and timing for the Detergents Regulation revision
- Main provisions introduced in the revision: challenges and opportunities for the industry

**Julie Janssis**, A.I.S.E., Belgium

09:40 **Detergent regulation worldwide: labelling, registration and other requirements beyond the EU**

- Detergents – a special class of chemical products
- Regulation of cleaning products in selected non-EU countries
- Challenges caused by development of new markets and sustainability goals

**Christoph Schwarz**, knoell, Germany

10:10 Panel discussion

10:30 Coffee break

11:00 **Current market development in detergents and cleaning products categories**

- Current channel & segment development
- Price & promotion development
- Premiumisation
- E-Com

**Yvonne Hornung**, NielsenIQ, Germany

11:30 **Clean and Green: Selected projects in the field of homecare and laundry detergents covering consumer-relevant and sustainable criteria**

**Sara Wagner-Leifhelm**, Stiftung Warentest, Germany

12:00 **EU Ecolabel for detergents and cleaning products – Quo vadis?**

- Overview of the currently valid criteria
- Revision process: what can be expected?

**Sebastian Burck**, RAL / EU Ecolabel competent body for Germany

12:30 Panel discussion

12:45 Lunch break



## Afternoon Session | 14:00 – 17:30 CEST

14:00 **State of the art odour testing methods in the application of cleaning products**

- Odour sampling and testing methods
- Case studies: odour reduction measurement of vacuum cleaner bags and laundry detergents

**Alina Beier**, Olfasense, Germany

14:20 **Pre-treating behaviour before loading items into dishwasher: observation of consumer habits and measurement of resource consumption**

**Matthäus Ryl**, SGS Institut Fresenius, Germany

14:40 **How to address the modern-day needs with highly efficient enzymes for ADW**

- Today's consumer habits and the tough stains they face
- How enzymes can help to tackle these tough stains under modern-day convenient wash conditions like short cycles

**Nergis Ulubilir Coskun**, IFF, The Netherlands

15:00 Panel discussion

15:20 Coffee break

15:50 **Enabling sustainable dishwashing habits: switch to short**

- Understanding consumer needs and new habits
- Short cycle profile vs. other automatic dish cycles
- Ideas for innovation and collaboration

**Pauline Minot**, Procter & Gamble, Belgium

16:20 **The i-point. With your own talent, inspiration & desire to innovate. An ,i' for your individual talent, an ,i' for inspirations, and an ,i' for relevant innovations.**

- Find your unique talent
- Sense of Urgency or 'what is actually going on out there?'
- A commitment and ,yes' to a positive culture of innovation
- 3 pillars of Inspirations
- Final & hacks to innovation

**Jens Bode**, instant innovate, Germany

17:00 Final discussion

17:30 End of the first conference day

18:30 Joint evening event

**Welcome to the Winzerkeller Ingelheim!**

After the first conference day you are most welcome to attend our evening event in the historic walls of one of the red wine town's most historic buildings. Please, join us to continue the day's interesting discussions in a relaxed and comfortable atmosphere and enjoy an unhurried evening of good food and leisure time.

 **Book now**



Information available online at:  
[www.akademie-fresenius.com/3584](http://www.akademie-fresenius.com/3584)

## Morning Session | 09:00 – 13:30 CEST

09:00 Brief address by the Chair

### 09:10 New challenges for the successful use of renewable carbon-based ingredients

- Supply chain certification: overview of RSPO, ISCC, REDCert2
- New mass-balanced biogenic ingredients: Henkel cooperation with BASF for RedCert2
- SCS: new standard designed for the US together with Shell (for corn based ingredients, mass balanced)

Christine Schneider, Henkel, Germany

### 09:30 Cutting emissions of Home Care formulations – How far can you go?

- From product to formulation carbon footprint
- Tracking down the main emission drivers in Home Care formulations
- Potential levers to reduce GHG emissions

Bianca Seelig, BASF, Germany

### 09:50 Do more with less – the power of product compaction

- How new developments in household detergents help to promote sustainability and economic efficiency

Peter Schriddeles, McBride/Chemolux, Luxembourg

10:10 Panel discussion

10:30 Coffee Break

### 11:00 Sustainable laundry detergents – how sustainable can they be?

- Novel approaches in increasing the sustainability of laundry detergents: a “no dogma approach” on how the future of sustainable detergents may look like

Cornelius Bessler, Bessler Consulting, Germany

### 11:20 Household washing machines today and new challenges

- Triangle textiles & washing machines & detergents
- Regulation and standardisation
- Consumer relevant performance measurements
- Measurement methods for microplastics in the effluent water

Gundula Czyzewski, BSH Home Appliances Group

11:40 Short break

### 12:00 Laundry boosters as enablers of superior cleaning and of a sustainable laundry process

- Our sustainability ambition in laundry
- Resistance along the path of a sustainable laundry process and opportunities
- How laundry boosters can enable a sustainable laundry process

Luca Spadoni, Reckitt Benckiser, Italy

### 12:20 Household laundry cleaning: Use and effect of ultrasound for the pre-treatment of stains

- Effect of ultrasound and use of handheld ultrasonic devices
- Ultrasound in Sinner's circle
- Possible energy savings

Tobias Kimmel, Niederrhein University of Applied Sciences, Germany

### 12:40 New ways of looking at white

- Sustainability concerns require us to look differently on whiteness leading to increased importance of what is called basic whiteness
- Cellulase and PDE performance prompts the need of having new ways of measuring whiteness maintenance

Matias Emil Moses, Novonesis, Denmark

13:00 Final discussion

13:30 Lunch and end of the conference

 [Book now](#)



Information available online at:  
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# Registration

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By email [registration@akademie-fresenius.com](mailto:registration@akademie-fresenius.com)

## Participation Fee: € 1,995.00 plus VAT

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.

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

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Code DETERGENTS10

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Alter Hellweg 46, 44379 Dortmund



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## Do you have any questions?



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## The Organisers

For 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](http://www.akademie-fresenius.com)

## Who should take part?

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

## Conference Venue

Atrium Hotel Mainz  
Flugplatzstr. 44, 55126 Mainz  
Phone : +49 6131 491-0  
Email: [info@atrium-mainz.de](mailto:info@atrium-mainz.de)  
[www.atrium-mainz.de](http://www.atrium-mainz.de)

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 "Akademie Fresenius" as reference.

**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 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:** 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

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.

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