



12th International Akademie Fresenius Conference

Detergents and Cleaning Products

+++ HYBRID EDITION! +++

22 and 23 September 2022
in Mainz/Germany
and via Live Stream

Highlights

Trends and innovation

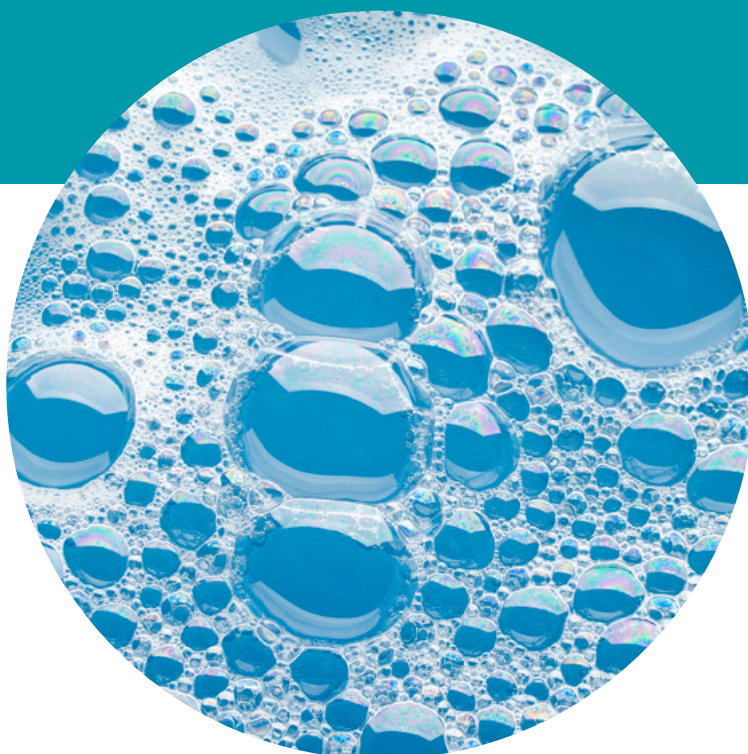
- Key strategic themes shaping the cleaning products market globally: post-pandemic consumer and marketplace, technology and sustainability
- When waterless formats are a growing trend
- Fossil-free sustainable material solutions at Henkel and BASF

Going Green

- The A.I.S.E. sustainability strategy and the Green Deal Circular Economy Action Plan
- Recycling status quo worldwide: Who is the pioneer, who lags behind?
- From a brand owner's perspective: Irresistible sustainability – engaging consumers in action
- Enhancing the sustainability of ADW formulations: formulation concepts and application results

Efficiency testing

- Latest test results from Stiftung Warentest and ÖKO-TEST
- How can lowering the temperature during manual dishwasher help reducing consumers' footprint?
- Market trends and test methodologies for enzymes



The Experts

Caroline Amberg Swisstatest Testmaterialien | **Dirk Bockmühl** Rhine-Waal University of Applied Sciences | **Silke Düwel-Rieth** WWF Germany | **Monica Garcia** Unilever | **Dominik Garzinsky** Packengeers | **Stephan Haubold** Fresenius University of Applied Sciences | **Filip Hoffmann-Häußler** Euromonitor International | **Olaf Kleine** Cosun Biobased Experts | **Sander Kluit** IFF | **Line Koefoed** Novozymes | **Katharina Müller** Interseroh | **Carmen Pey** Kao Chemicals Europe | **Matthäus Ryl** SGS Institut Fresenius | **Kerstin Scheidecker** ÖKO-TEST Verlag | **Christine Schneider** Henkel | **Björn Sievers** Procter & Gamble | **Sara Wagner-Leifhelm** Stiftung Warentest | **Amélie Weber** A.I.S.E. International Association for Soaps, Detergents and Maintenance Products | **Heike Weber** BASF | **Jacqueline Wiacek** Evonik

Bringing together experts
from all over Europe!

Thursday, 22 September 2022

Timings are in
Central European Summer Time [CEST](#).

Morning Session 09:00 – 12:30 CEST

08:30 Registration and coffee

09:00 Welcoming speech by the organisers and the Chair

The Tempest: What's the role of R&D in troubled times?

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

09:15 From Pandemic to Endemic: Future trends for Home Care and its chemistry

- Review the outlook for the industry growth in Europe
- Highlight key strategic themes shaping the cleaning products marketplace globally: post-pandemic consumer and marketplace, technology and sustainability
- Discuss the evolution of system vs silo approach to product innovation in the developed world

Filip Hoffmann-Häußler, Euromonitor International, UK

09:45 A look outside Europe: consumer insights and consumer behaviour in China

Monica Garcia, Unilever, UK

10:15 Coming back to cold wash

- After a long period of stagnation in average wash temperatures in Europe, can we expect a new decrease in wash temperatures as observed in the early 2000s?
- How can biological solutions support this trend benefitting both the consumers and the environment?

Line Koefoed, Novozymes, Denmark

10:45 Panel discussion

11:00 Coffee break

11:30 The green market segment for laundry detergents: How can biosurfactants help brands to differentiate?

- Today's cleaning industry: challenges, trends, launches
- Introducing Evonik's new biosurfactant REWOFERM® RL 100: market and consumer insights & breaking a paradigm in washing performance

Jacqueline Wiacek, Evonik, Germany

12:00 Development of an odour test material for laundry processes – a feasibility study

- Microbially-generated odour on different textile types and with different substrates
- Characterisation of a textile odour test material
- Malodour removal under different washing conditions
- Challenges during development and potential future applications

Caroline Amberg, Swissatest Testmaterialien, Switzerland

12:30 Panel discussion

12:45 Lunch

Afternoon Session 14:15 – 17:00 CEST

14:15 Selected projects from Stiftung Warentest in the field of Homecare and Laundry Products

Sara Wagner-Leifhelm, Stiftung Warentest, Germany

14:45 ÖKO-TEST and comparative testing of detergents: examples, criteria, objectives

- Consumer needs and expectations
- Comparative tests of glass cleaners, all-purpose-cleaners, bathroom cleaners
- Ecological aspects, harmful substances, performance tests

Kerstin Scheidecker, ÖKO-TEST Verlag, Germany

15:15 Panel discussion

15:30 Coffee break

16:00 Recycling status quo worldwide: Who's the pioneer, who lags behind?

- Packaging recyclability assessment
- Recycling infrastructure in Europe
- Case studies from the field of packaging for home and personal care products

Katharina Müller, Interseroh, Germany

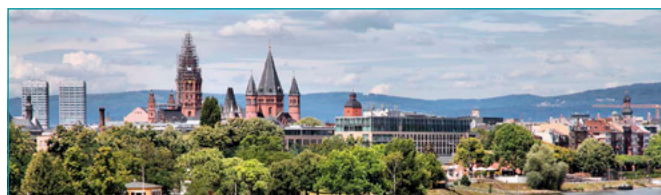
16:30 Rethinking the packaging use: optimising supply chains by smart packengeering

- Holistic analysis of the whole packaging supply chain
- From inbound logistics to material recycling
- Development of optimised concepts and products

Dominik Garzinsky, Packengeers, Germany

17:00 End of the first conference day

18:00 Joint evening event



After the first conference day you are most welcome to attend our evening event for an unhurried evening of good food and leisure time. Please join us to continue the day's interesting discussions in a relaxed and comfortable atmosphere.

 [Book now](#)



Information available online at:
www.akademie-fresenius.com/detergents

Friday, 23 September 2022

Timings are in
Central European Summer Time [CEST](#).

Morning Session 09:00 – 11:00 CEST

09:00 Welcoming speech by the Chair

Stephan Haubold, Fresenius University of Applied Sciences, Germany

09:05 **A.I.S.E. sustainability strategy: How industry cooperation contributes to the Green Deal Circular Economy Action Plan**

- The Green Deal Circular Economy Action Plan (CEAP)
- A.I.S.E. position on Green Deal
- The A.I.S.E. Charter for sustainable cleaning and outlook

Amélie Weber, A.I.S.E., Belgium

09:30 **Moving people: Opportunities & challenges of promoting sustainable consumption through behavior change campaigns**

Björn Sievers, Procter & Gamble, Germany
and **Silke Düwel-Rieth**, WWF Germany

09:55 **Sustainable habits: How can lowering the temperature during the manual dishwasher help reducing consumers' footprint?**

Matthäus Ryl, SGS Institut Fresenius, Germany

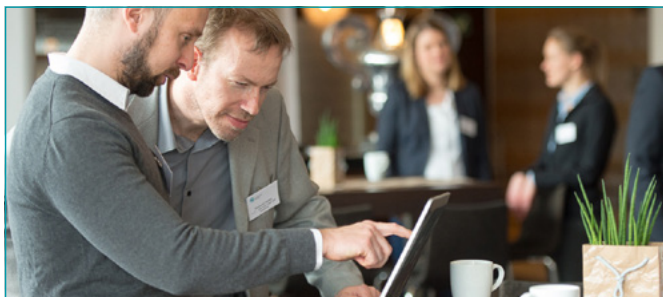
10:20 **When waterless formats in Home Care are a growing trend**

- Reduction of water and packaging
- Challenges in high-concentrates
- Key ingredients to formulate sustainable formats

Carmen Pey, Kao Chemicals Europe, Spain

10:45 Panel discussion

11:00 Coffee break



In this event you also have the opportunity to participate as an exhibitor. Present your products and services in an exclusive and pleasant atmosphere to the decision-makers of the industry.

Your contact: Analisa Mills
Exhibitions and Sponsoring
Phone: +49 231 75896-77
amills@akademie-fresenius.de

Lunch Session 11:30 – 14:00 CEST

11:30 **Trends on fossil-free sustainable material solutions**

- BASF and Henkel jointly committed replacing fossil-based feedstock with renewable feedstock for most Henkel consumer goods products in Europe over the next four years

Christine Schneider, Henkel, Germany

12:00 **Enhancing the sustainability of ADW formulations: challenges, formulation concepts and application results**

- Reduction and removal of phosphonates
- Introduction of biodegradable polymers
- Reduction of overall chemistry usage

Heike Weber, BASF, Germany

12:30 **How can enzyme efficacy address the consumers' needs in automatic dishwashing?**

- Collaboration across the value chain to address consumer needs for convenient and sustainable solutions
- Cleaning performance at lower temperatures and short cycles
- Enzymes enable greener choices that more compact products provide

Sander Kluit, IFF, The Netherlands

13:00 **Green circularity: Biorefinery as source for the green chemistry**

- Valorisation of the crop
- Formulating plastic free
- The future is biobased

Olaf Kleine, Cosun Biobased Experts, The Netherlands

13:30 Panel discussion

14:00 Lunch and end of the conference

On-site and in person or digitally via our Live Stream – the choice is yours!

Reconnect with your clients and partners, network with old and new acquaintances – and just enjoy the on-site event in Mainz.

Should you have missed the opportunity to secure one of our on-site places or prefer not to travel, you can follow the contributions and discussions from the location of your choice: via our Live Stream!

Did you know? Our flexibility guarantee allows you to rebook for another date or another event at any time or to switch your booking from on-site to live stream (and vice versa).

 [Book now](#)



Information available online at:
www.akademie-fresenius.com/detergents

Registration

By web www.akademie-fresenius.com/detergents
By email registration@akademie-fresenius.com

Participation Fee:

€ 1,895.00 plus VAT on-site in Mainz

Representatives of an authority or a public university are eligible for a reduced fee of **€ 795.00 plus VAT** per person (please provide evidence). The reduced fee cannot be combined with other rebates.

€ 995.00 plus VAT Live Stream

Representatives of an authority or a public university are eligible for a reduced fee of **€ 495.00 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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→ [Book now](#)



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FRESENIUS

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Do you have any questions?



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The Organisers

For more than 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

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 conference proceedings as well as the 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: 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.

Who should attend this conference?

- 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
Telefon: +49 6131 491-0
info@atrium-mainz.de
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.

Of course, participation via our Live Stream is also possible.

For changes of plans at short notice, you benefit from our flexibility guarantee: You can rebook for another date or another event at the same price at any time without additional costs. For our hybrid events, you can change your booking from on-site to live stream (and vice versa) 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.

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