

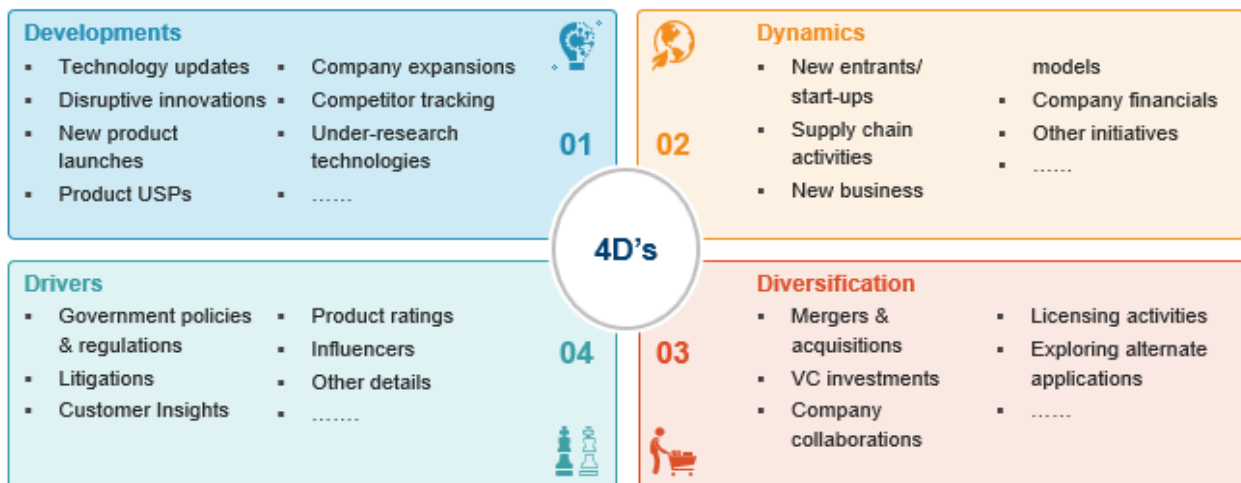
INTELLOTRACKER

CLEAN AND HEALTHY LAUNDRY CLEANING SUPPLIES

JUNE 2023



ARANCA'S QUARTERLY SECTORIAL UPDATE ACROSS FOUR DIMENSIONS....





DEVELOPMENTS

Product Launch		Homethings has launched a new and improved range of eco-friendly laundry pods. The new products are super-concentrated bio and non-bio pods made from 100% non-toxic, vegan and cruelty-free ingredients which deliver powerful, plant and mineral-based cleaning performance. <i>Source: Retailtimes</i>
Product Launch		LastObject has launched laundry detergent sheets to combat pollution caused by unsustainable chemicals used in cleansing products. It is the “only brand to offer sulfates-free formulas and the products are suitable for sensitive skin.” <i>Source: Personal Care Insights</i>
Product Launch		Wilton has launched plastic-free laundry pods. The unique powdered format offered by the company enables the use of much nicer ingredients that are much kinder to the environment. <i>Source: The Grocer Co</i>
Product Launch		SUPA has produced the world's first plastic-free paper bottles for laundry and washing up liquids under the eco-mate brand. The eco-mate paper bottle design features an internal coating of seaweed and natural plant latex to hold liquids, this naturally biodegrades in the environment much like a waxy tree leaf. <i>Source: Cleaning Matters</i>
Product Launch		Insogreen has introduced laundry detergent sheets that are eco-friendly in nature. The sheets dissolve in water, eliminating the need for plastic containers that contribute to the waste problem. One sheet is powerful enough to clean a full load of laundry, yet gentle on delicate fabrics. <i>Source: Newswires</i>
Technology/ Innovation		Repurposed Xylan Biowastes are produced which can be applied to eco-friendly laundry as well as kitchen detergents. The research presents a new avenue for the conversion and utilization of industrial biowastes into sustainable household materials. <i>Source: ACS Sustainable Chemistry & Engineering</i>



DYNAMICS

New Facility		Nouryon announced the expansion of the company's Application Development Centers in Deventer, the Netherlands and Chattanooga, Tennessee, US, to offer advanced technical service capabilities dedicated to cleaning in Europe and North America. <i>Source: Company Website</i>
New Business		P&G fiber technology allows EC30 to reduce packaging material, weight and eliminate unnecessary ingredients. It is combined with 100% renewable energy in manufacturing operations. EC30's products have reduced CO ₂ emissions from ingredients, manufacturing, and transportation by up to 50% vs. traditional liquids. <i>Source: P&G News</i>
Other Initiatives		Waitrose and Tesco announce the plans to remove plastic packaging with soft plastic and detergent pod boxes. <i>Source: Business Green</i>



DIVERSIFICATION

Collaboration		Henkel and Shell Chemical LP have agreed to a five-year collaboration to replace up to 200,000 tons of fossil feedstocks. The renewable-based surfactants will be used in Henkel's laundry product brands, including many varieties of Persil®, Purex® and all® brands. <i>Source: Company Website</i>
Collaboration		The initiative 'Flue2Chem', is spearheaded by the Society of Chemical Industry (SCI) and brings together a total of 15 organizations Unilever is one of 15 organizations joining a new collaborative effort to scale carbon capture and usage technologies in the UK, with a view to using carbon captured from flue gases in new consumer products. <i>Source: Eclie</i>
Collaboration		An investor and the Company's Global Brand and Sustainability Advocate, Drew collaborated with the Grove Co. brand and innovation teams to create a sustainable collection of bright and colorful home care essentials. The products were designed to infuse homes with a sense of uplifting vibrancy. <i>Source: Business Wire</i>
VC Investment		Reliance Industries FMCG unit announced the relaunch of Campa Cola, along with two other flavours which are lemon and orange. It is almost 23 years after the iconic soft drink brand stopped selling in India. <i>Source: Startcus</i>
Collaboration		Faultless Brands has teamed up with Z Bioscience to launch Lively. It harnesses the natural cleaning power of probiotics to help eliminate dirt, odours, and bad bacteria at the microscopic level. It also comprises Laundry Stain Remover which deep-cleans stains and removes odors from colorfast washables. <i>Source: Startcus</i>



DRIVERS

Government Policies and Regulation		As per European Union, the detergents regulation has sought to harmonize the rules for the detergent market. These rules primarily concern the surfactants biodegradability in detergents, restrictions or bans on surfactants on grounds of biodegradability, additional labelling, fragrance allergens, information from manufacturers made available to authorities and medical personnel and limitations on the content of phosphates and phosphorus compounds. <i>Source: EU Website</i>
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Government Policies and Regulation		A.I.S.E.'s landmark Charter for Sustainable Cleaning has been recognized by Amazon as an industry sustainability standard that can help their customers make more sustainable choices when shopping for cleaning products and detergents. Source: AISE Newsroom
Government Funding		The UK Government has invested in Smart and Sustainable Packaging. Under this there is a project called Plant Sea Ltd, in which seaweed made capsules are being used to replace PVOH films for fluids and powders. Source: UKRI News
Litigation		The Britain's Competition and Markets Authority will probe "green" claims used by companies to advertise household essentials to ensure shoppers are not being misled. The review will examine products known as 'fast-moving consumer goods', which are essential items used daily and repurchased regularly. Source: This is money
Litigation		Darlene Hangen-Hall filed a lawsuit against The Procter & Gamble Company, which manufactures Gain detergent. The company alleges that Gain laundry detergent, specifically Gain Original Aroma Boost is falsely marketed as being "environmentally friendly" to attract eco-conscious customers. Source: Bestlife

SOLUTION PORTFOLIO – TECHNOLOGY RESEARCH & ADVISORY

IP Strategy	Technology Intelligence	Growth & Strategy
How best can we proactively manage and monetise our technical knowhow / intellectual property?	How best can we keep abreast of technology trends, competitor activity and headwinds / tailwinds in our domain?	Which technologies do we invest in? How do we ensure quick wins? Speed to market?
<ul style="list-style-type: none"> IP Portfolio Analysis IP Monetisation IP Valuation Prior Art Searches 	<ul style="list-style-type: none"> Competitor Benchmarking Tech / IP Landscapes Technology Watch Market Analysis / Trends 	<ul style="list-style-type: none"> R&D Strategy Roadmaps Technology Scouting Open Innovation Product Development

GROWTH ADVISORY	INVESTMENT RESEARCH & ANALYTICS	VALUATION & FINANCIAL ADVISORY	TECHNOLOGY RESEARCH & ADVISORY	PROCUREMENT & SUPPLY CHAIN INTELLIGENCE

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