

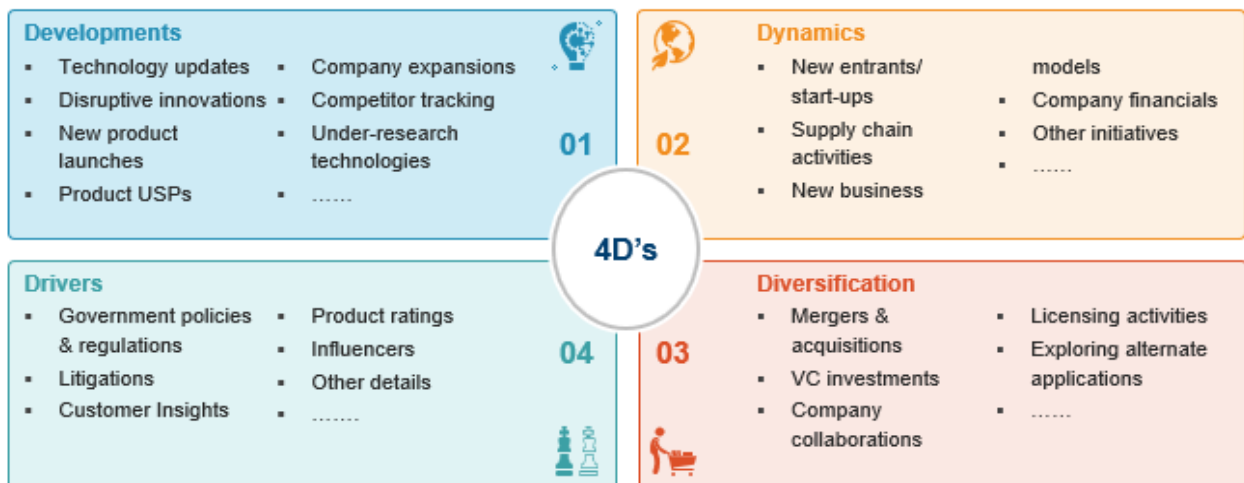
INTELLOTRACKER

MICROBIAL CLEANING/APPROACHABLE DISINFECTION

JUNE 2023



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





DEVELOPMENTS

New Product Launch		Tru Earth has introduced a dishwasher detergent tablet. It is biodegradable in nature. It is free of chlorine, phosphate, dyes, bleach and 1,4-dioxane. <i>Source: Happi</i>
New Product Launch		Lively has introduced a new product line using probiotic technology which is free from fragrance. It is pH neutral and biodegradable. <i>Source: Trendhunter</i>
Technology/Innovation		Greenpack® is a patented and sustainable single use packaging system for stand-up detergent pouches. It claims 53% less carbon-di-oxide reductions than polypropylene. <i>Source: Packaging Digest</i>
New Product Launch		V-wholesalers launched the product "Lift", a plant-based surface cleaner which is non-toxic and provides superior cleaning power without causing skin irritation or damage. <i>Source: PR-Newswire</i>
Technology/Innovation		The Toilet Bowl Cleaner by Blueland has plant-based cleaning tablets that remove stains and odors with minimal effort required. <i>Source: Trendhunter</i>



DYNAMICS

New Segment		Power Foam Spray is an innovation of Unilever's brand Domestos. This has a specially engineered formulation that delivers foam which expands and clings to surfaces, and a trigger head that works upside down. The fragrance used in the formulation is 100% biodegradable and the bottle is made with 50% recycled plastic (excluding the trigger and sleeve). <i>Source: Unilever News</i>
New Segment		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 CO2 emissions from ingredients, manufacturing and transportation by up to 50% vs. traditional liquids. <i>Source: P&G News</i>
New Entrants/Start-up		Grove Collaborative Holdings, Inc. announced the launch of its new Grove Co. Fresh Horizons Limited Edition Collection with Drew Barrymore. The collection is sustainable and free from single-use plastic. <i>Source: Business Wire</i>



DIVERSIFICATION

Partnership		Henkel and Shell Chemical LP have agreed to a five-year collaboration to replace up to 200,000 tons of fossil feedstocks used in the manufacture of surfactants with feedstocks that are based on renewable raw materials. The renewable-based surfactants will be used in Henkel's laundry product brands, including many varieties of Persil®, Purex® and all® brands. Surfactants are an ingredient in cleaning products. <i>Source: Shell Global</i>
Mergers and Acquisition		American Vanguard Corporation Acquires Assets of American Bio-Systems that produces proprietary formula microbial cleaning products BioMop-Plus® and DrainGel®. <i>Source: Business Wire</i>
Venture Capital Investment		The Hygiene Bank received £1,500 to purchase eco-friendly detergent products to support people experiencing hygiene poverty in Doncaster. The group provides new and unused hygiene, personal care and household cleaning products via community partners such as foodbanks, schools and homeless support organizations. <i>Source: City of Doncaster Council</i>

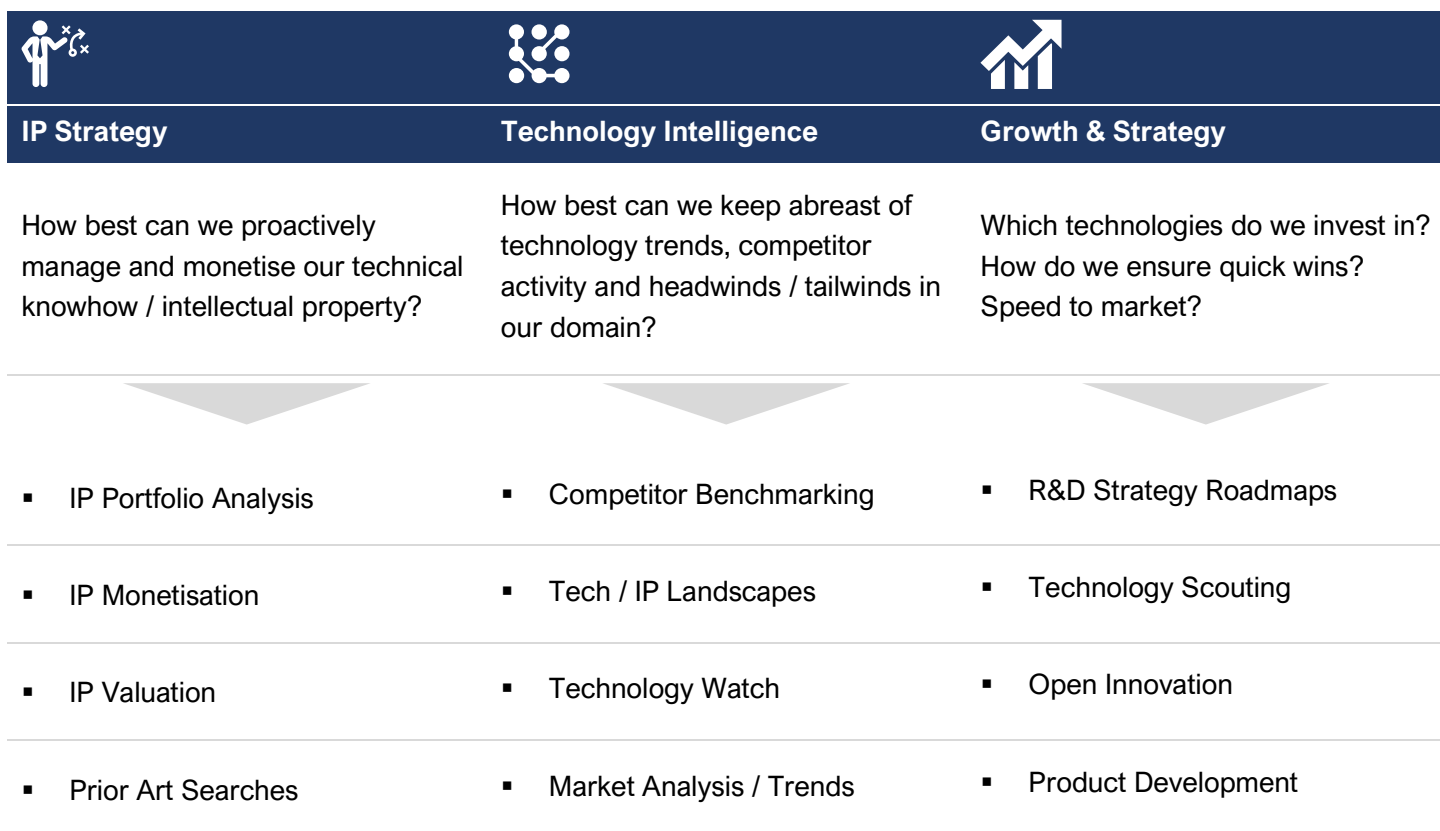


DRIVERS

Litigation		P&G has been accused of greenwashing by a New York citizen Darlene Hangen-Hall. In the complaint, Hangen-Hall alleges that Gain laundry detergent, specifically Gain Original Aroma Boost, is falsely marketed as being "environmentally friendly" in order to attract eco-conscious customers. <i>Source: Bestlife</i>
Regulations		The CMA will examine the accuracy of 'green' claims made about household essentials such as food, drink, and toiletries to make sure shoppers are not being misled. <i>Source: Competition and Markets Authority</i>
Government Initiative		Natural & Organic Products Europe has opened visitor registration for ExCel London to be held in April. It will feature more than 700 exhibitors bringing together the best of clean label, free-from and eco-friendly products. <i>Source: Bioeco Actual</i>

Government Polices and Regulation		ECHA's scientific committees for Risk Assessment (RAC) and for Socio-Economic Analysis (SEAC) is looking for the feasibility of banning PFAS (Per- and polyfluoroalkyl substances). The committee will start it's scientific evaluation. <i>Source: ECHA News</i>
Government Polices and Regulation		The product has been recalled because of the associated risk of bacterial growth. It is due to the lack of appropriate preservative levels which resulted in the growth of Pseudomonas species. <i>Source: Consumer Product Safety Commission</i>
Government Policies and Regulation		The U.S. Department of Agriculture (USDA) inaugurated National Biobased Products Day and highlighted the accomplishments of people and organizations working to improve sustainability. <i>Source: Southeast AgNet Radio Network</i>

SOLUTION PORTFOLIO – TECHNOLOGY RESEARCH & ADVISORY



GROWTH ADVISORY



INVESTMENT RESEARCH & ANALYTICS



VALUATION & FINANCIAL ADVISORY



TECHNOLOGY RESEARCH & ADVISORY



PROCUREMENT & SUPPLY CHAIN INTELLIGENCE

This material is exclusive property of Aranca. No part of this presentation may be used, shared, modified and/or disseminated without permission. All rights reserved.