

detergents and soaps. Javanol belongs to a new series of sandalwood molecules. It provides a creamy, rose-like property that evokes Java sandalwood. Javanol has a low solubility in water and low perception threshold, making it more effective in washing tests than the other recently launched sandalwood molecules on the market.

Parfums, Cosmétique, Actualités, Sep/Oct 2004, (178), 63

APPLICATIONS

Household cleaning

P&G launches Tide Coldwater, allies with energy savings body to encourage reduced energy use

Procter & Gamble has launched its first laundry detergent specially designed to unlock the benefits of washing in cold water. Tide Coldwater is specifically formulated to help consumers reduce their energy bills while delivering a deep clean that is fabric- and colour-safe in cold water. P&G has backed the new product with an aggressive and multi-pronged marketing campaign. As part of the innovative promotion, P&G has joined forces with the Alliance to Save Energy to issue the "ColdWater Challenge", challenging Americans to "take the plunge" and wash their clothes in cold water to save money and reduce energy usage. Accepting the challenge, at <http://www.coldwaterchallenge.com>, generates a free sample of Tide Coldwater to experience the product's deep cleaning ability, and also provides tips to reduce home energy bills and usage, as energy costs take a bigger bite out of consumer pocketbooks. In addition, Tide Coldwater will donate \$100,000 to the National Fuel Funds Network, which assists state and local groups that help low-income families to pay their energy bills. Tide Coldwater was scheduled to debut in most grocery, mass and club stores in the US by late Jan 2005, and broadly in Feb 2005. It is available in both liquid and powder forms in 'Fresh Scent' and new 'Glacier'.

Press release from: Procter & Gamble, Cincinnati, USA. Tel: +1 212 453 2160. Website: <http://www.pg.com> (13 & 18 Jan 2005)

New detergent plant for Indonesia

PT Birina Multidaya, a subsidiary of Indonesian food giant Indofood Sukses Makmur, is to build a new detergent plant in Pasuruan, East Java, with investment of Rup 40 bn (US\$4.3 M). With the new factory, Birina will have an annual capacity of 100,000 tons of detergent. Indofood wants to increase its ventures in the detergent industry, as demand is growing fast in Indonesia. The new factory will be the third for Birina, which already has plants in Citeureup and Cikampek, West Java.

Asia Pulse, 31 Jan 2005 (Asia Pulse, Sydney, Australia. Tel: +61 29322 8634. Website: <http://www.asiapulse.com>)

Clorox BathWand cleaning system

The Clorox Co is to introduce Clorox BathWand, an all-in-one ergonomic tool providing the cleaning power of a sturdy wand combined with scrubby pads. Each pad is pre-loaded with concentrated Clorox cleaner that laboratory tests show cleans better than the leading bathroom cleaner. Its 23-inch handle is the optimum length to provide users with the leverage needed to clean baths and showers better, even in hard-to-clean areas, without having to bend and stretch.

Press release from: The Clorox Co, Oakland, CA, USA. Website: <http://www.TheCloroxCompany.com> (26 Jan 2005)

Suppliers meet demand pick-up for cleaning wipes

There is rising demand for non-woven wipes in the cleaning product market worldwide. Europe and North America together account for over 75% of global demand for non-woven cleaning wipes. Growth of 6-7%/y is expected through 2006. During 2003 sales of household cleaning wipes in Europe and North America amounted to \$2 bn, accounting for almost 21% of all end-user sales of non-woven wipes. Since 2001 the market for wipes in the US has risen by 28.5%/y to \$235.4 M in 2004. Sales of all-purpose cleaning cloths improved 43% to \$178.1 M, led by Clorox with \$83.1 M. Reckitt Benckiser's Lysol brand accounted for \$40.1 M. In the tool/mop category Procter & Gamble's Swiffer brand recorded sales of \$126.2 M in 2004. In order to

meet demand from the wipes market, Pilot increased sulfates capacity by 30% in 2004. New products have been introduced by DuPont, Eastman Chemical, Lonza, Pilot Chemical, P&G Chemicals, Stepan and Sasol. An agreement between P&G Chemicals and Kaneka Corp for the production of Nodax biodegradable thermoplastic aliphatic polyester, as an alternative to polypropylene in wipes and other applications, is to continue. Nodax is manufactured from corn and sugar beet sugars, and palm oil-based fatty acids. \$40 M has been invested by Ahlstrom to expand production of non-wovens at Windsor Locks, CT, USA in Jun 2005. \$130 M has been invested by DuPont to open a new non-woven fabric facility for medical applications at Old Hickory, TN, USA. An expansion of its I&I cleaning line was completed by Poly Group in Nov 2004.

Chemical Week, 16 Feb 2005, 167 (6) (Website: <http://www.chemweek.com>)

Health

FDA progress for Discovery Labs' Surfaxin

Discovery Laboratories Inc has received official notification that the FDA is prepared to approve the Surfaxin New Drug Application filed last year [*Focus on Surfactants*, Aug 2004] for the prevention of Respiratory Distress Syndrome (RDS) in premature infants. The FDA is not requiring additional pre-clinical or clinical trials for final approval. The company anticipates potential approval and commercial launch of Surfaxin to occur in 4Q 2005 or 1Q 2006.

Press release from: Discovery Laboratories Inc, 350, South Main Street, Suite 307, Doylestown, PA 18901, USA. Tel: +1 215 340 4699. Fax: 215 340 3940. E-mail: info@discoverylabs.com. Website: <http://www.discoverylabs.com> (14 Feb 2005)

PATENTS

Fuel additive

ICF Industries, UK, has patented a fuel additive based on a proprietary mixture of surfactant-based detergent substrates. It is claimed to alter the molecular composition of fuels when