



# World Conference on Fabric and Home Care

5–7 October 2016 | Shangri-La Hotel | Singapore

## Technology Showcase Presentations

*Underline indicates presenting author.*

**Softness and Detergency Properties of Cationic Cellulosic Polymers in Two-in-One Liquid Laundry Formulation.** Nilesh Shah<sup>1</sup>, Jie Han<sup>2</sup>, Kathy Lichtenwald<sup>1</sup>, Steven Jin<sup>2</sup>, and Wai Kin Albert Lee<sup>2</sup>, <sup>1</sup>The Dow Chemical Company, USA; <sup>2</sup>The Dow Chemical Company, China

**Eco Friendly Ultra Concentrated Liquid Laundry Detergent.** Takahiro Okamoto and Megumu Ono, Lion Corporation, Japan

**High Performance in a Compact Format.** Rainer Dobrawa, Kelly Zhang, Serena Shi, Jia Zhou, and Franz Weingart, BASF (China) Company Ltd., Shanghai, China

**Stability of Fabric Softeners Containing Polymers.** Rajan Panandiker and Travis Hodgdon, The Procter & Gamble Company, USA

**Physicochemical Characterization of Sulphonated Methyl Esters (Palmfonate) via “Computer” Purification Approach.** Hui Xu, KLK OLEO, Malaysia

**From Technology Discrimination to Consumer Relevancy.** Nicolas Olmedo and Rodrigo Olmedo, CONSUMERTEC, Ecuador

**Modification of Sodium Lignosulfonate Acid Using Diisocyanate into Surfactants.** Jessica See<sup>1</sup>, Yongjia Li<sup>2</sup>, Xijiang Yin<sup>1</sup>, Weng Kee Leong<sup>3</sup>, and Chunxiang Li<sup>1</sup>, <sup>1</sup>Singapore Polytechnic, Singapore; <sup>2</sup>Kunming University; <sup>3</sup>Nanyang Technological University, Singapore

**A Method for Quantifying the Additional Effects of Detergent Components on the Cleaning Power.** Masaru Oya, Akihiro Fujimoto, and Terumasa Tanaka, Yokohama National University, Japan

**New Dispersant Polymers for Reduction of Spotting in Automatic Dish Detergents.** Scott Backer<sup>1</sup>, Severine Ferrieux<sup>2</sup>, Paul Mercado<sup>1</sup>, Taylor Pang<sup>3</sup>, and Eric Wasserman<sup>1</sup>, The Dow Chemical Company, USA; <sup>2</sup>The Dow Chemical Company, France; <sup>3</sup>The Dow Chemical Company, China

**Low Residue Soluble Unit Dose Films.** Thomas Yogan, MonoSol WSFD of Kuraray, USA

**Novel Continuous Processing of Surfactants and Surfactant Intermediates.** Sanjay Trivedi, Technithon International Pte Ltd., Singapore and Technithon Technologies Pvt. Ltd., India

**Nymphaeal: Design for Safety or Future Proofing the Perfumer’s Palette and Creativity.** Agnès Bombrun<sup>1</sup> and Philippe Poirier<sup>2</sup>, <sup>1</sup>Givaudan, Switzerland, <sup>2</sup>Givaudan, France

**Improving the Performance and Reducing the Cost of Automatic Dishwasher Formulations with Novel Polymers of Itaconic Acid.** John R. Shaw, Itaconix Corporation, USA

**Validating the Sustainability of Ingredients.** Stephen Johnson and Chris Sayner, Croda, UK