

# Cleaning and Household Care Trends 2019/20



Chemlink Specialities



HARKE GROUP

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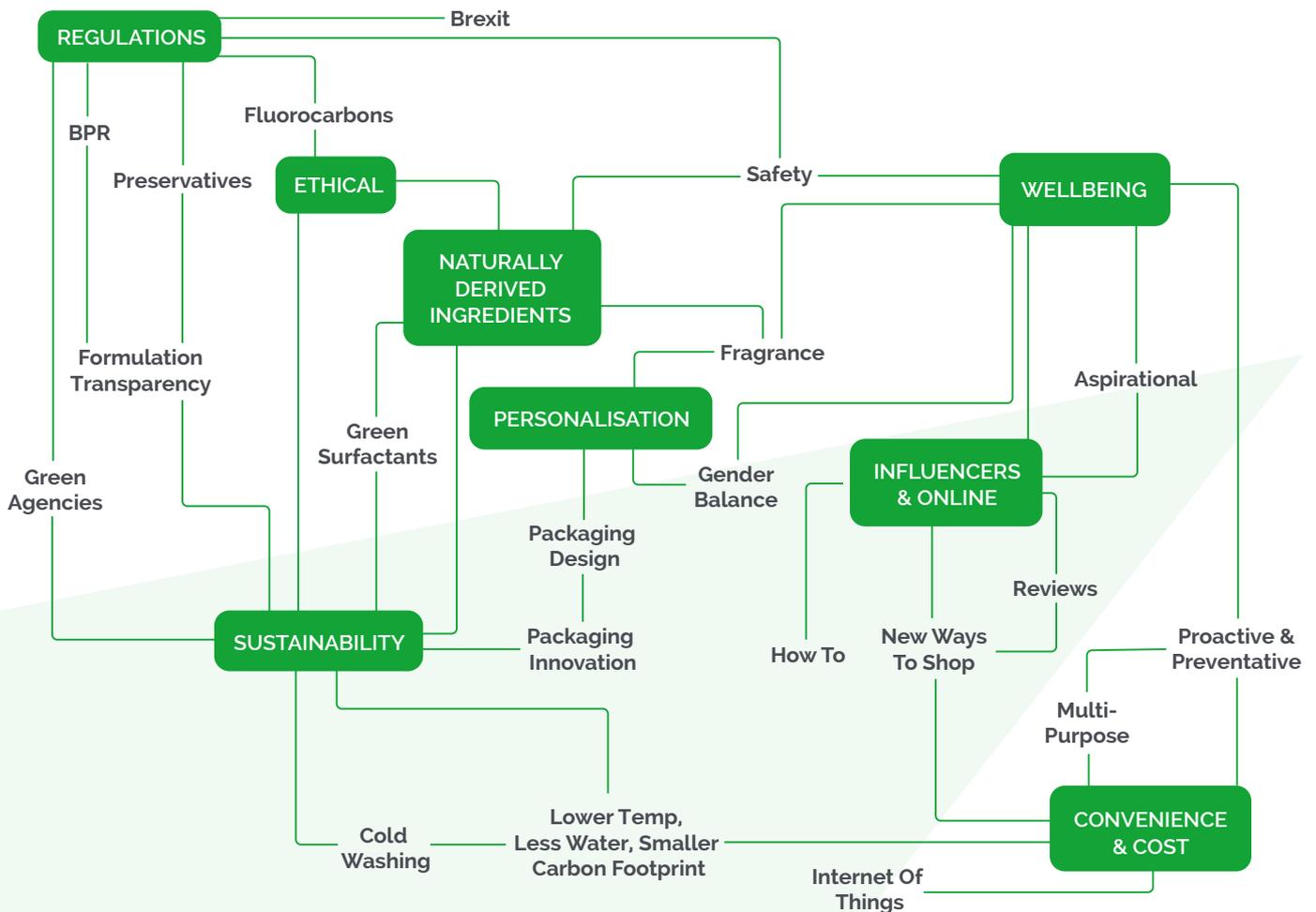
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NEW  
FOR 2019

# Cleaning and Household Care Trends for 2019 - 2020

Cleaning is **on trend** right now, so much so that the BBC reported at the start of the year how a social media craze had begun to sweep the UK (pun absolutely intended). And as Millennials and Gen Z alike get their hands on **#cleaning** on Instagram, trends in household care have never been more important.

So let's take a look at some of the key trends for 2019/20 and beyond, how they interact, and how to formulate for them.



# Sustainability

No points for guessing that eco-friendly products are highly valued in today's world. Concern for the environment influenced product purchases for **45% of consumers** in 2018, and brands are being challenged to look for more ethical and responsible sourcing of ingredients as well as thinking about packaging, waste and harmful by-products.

## Formulation Transparency

Clarity from brands around ingredients is being demanded more and more in 2019/20 across everything from **food** to **personal care**, and household care is no exception. We are long past the days when 'no phosphates' were enough to convince consumers – now, it's more about what goes into products than what has been removed or left out. Consumers are becoming more knowledgeable about ingredients as information and guidance is readily available online and the movement for sustainable living grows, particularly amongst younger people.

“Product transparency  
is the new normal”

*American Cleaning Institute*

In the US for example, 94% of consumers say they're likely to be loyal to a brand that offers complete transparency, while 39% say they would switch from the brands they currently buy to others that provide clearer, more accurate product information.

P&G have recently acted on this movement, publishing website content that goes into a higher level of detail than consumers have ever had from brands before.



## Clean and Natural Ingredients

As far back as 2016, over a quarter of consumers thought that all-natural ingredients were “very important” when surveyed by [Nielsen](#). In 2019, those who are more price and eco conscious are looking to natural recipes for around the home. Shop-bought products that can boast natural ingredients as well as effective cleaning properties are bound to continue gaining traction, as are natural fragrances:

*“For many consumers, a back-to-basics philosophy may be contributing to behaviors, but financial considerations are also factors – especially when consumers are looking to stretch their budgets. Using natural-based, everyday household ingredients has the dual benefit of saving the environment and money, too. Manufacturers looking to tap into a more holistic, home-grown remedy trend may want to consider harnessing the power of basic ingredients in their products.” Nielsen*

Something about this pared-down approach seems to be resonating with brands, as we talk to formulators who are looking to reduce the chemical 'loading' of cleaning products without impacting performance, taking a more minimal approach to ingredients. Take a look at Vitech's [Sustainable Green™](#) range of products, for example.

### Available from Chemlink

Deoplex Clear odour neutraliser	pg 33
Carrubba natural fragrances	pg 33
Flexisorb OD-202 odour absorber	pg 36
UniBlue universal disinfectant	pg 41
Vitech Sustainable Green™ range – e.g. Videt EGM concentrated glass cleaner	pg 41

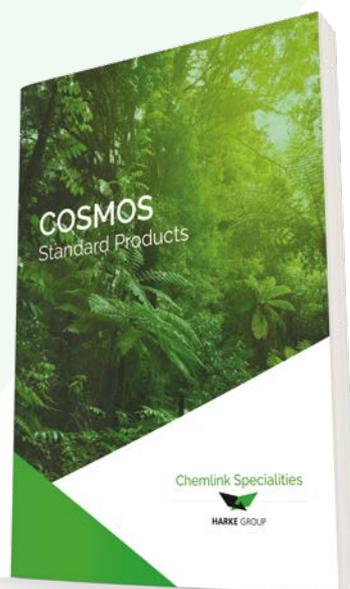
### COSMOS Standard Products

[Download our brochure here](#)

### 2018 Carrubba Fragrance Trend Report

[Download the report here](#)

And more...



## Green Surfactants

Whilst all surfactants used in the home detergent industry are now 'biodegradable' (thanks to European Detergent regulations), there are still products made from petrochemical sources. The industry is gradually replacing these products where it can, formulating more renewably sourced products based on vegetable oils and sugar. There has been a recent boost in demand for these bio-based surfactants, so they are well worth looking at.

## Smaller Carbon Footprint

Low temperature washing, using less water in formulations, and reducing product weight not only saves the planet, it saves money – for the consumer and the brand. This message is now mainstream and has been embraced by consumers.

Similarly, concentrated detergents that come in convenient formats and doses make it quicker and easier to keep on top of household chores. Features such as quick rinse and quick drying address the need to save water, and time, in the home.

We're also seeing a trend in formulating for the Renewable Carbon Index (RCI) under ISO 16128, which is a measure of the percent of modern or biobased carbon in a composition (carbon derived from recently living organisms), as opposed to fossil fuel origin carbon. Formulating to produce products with a higher RCI and a lower fossil carbon footprint, using more fresh natural ingredients, is a trend that aligns well with many others.

### Available from Chemlink

Flexipel SR-95HF cleaner concentrate	pg 35
Videt EGM concentrated surfactant	pg 41
Videt IPB-2 concentrated surfactant	pg 42

And more...

## Cold Washing

Hot water uses electricity, and we're all trying to be more conscious of our energy usage, and in turn our carbon footprint. Wholly renewable energy may be a while off yet, so products that help conserve energy are going to perform well now and in the near future. This is where cold washing comes in.

Did you know: The number of products claiming to be 'cold water cleaning' doubled between 2012 and 2016?

### Available from Chemlink

Eureco PAP for detergents	pg 34
Eureco RP103 for detergents	pg 34
Rhodiasolv Infinity E cleaner concentrate	pg 38

And more...



## Packaging Innovations

Demand for recycled and recyclable packaging has never been so high, with the surge in awareness of plastic pollution and its impact on the planet – there will be more plastic than fish in the ocean by 2050 if we don't take action.

Steps household brands are taking to address this move away from plastic are:

- Water soluble packaging
- Plastic-free packaging where possible
- Concentrated products that can be diluted by the consumer
- Concentrated doses in laundry and dishwashing that minimise packaging
- Refill pouches that contain less plastic
- Recycled and recyclable packaging

Some brands are even beginning to offer packaging-free solutions, by offering refills. Ecover, for example, have an expansive list of refill stations across the UK, and stress that their bottles can be used up to 50 times.

### Available from Chemlink

Videt EGM concentrated glass cleaner

pg 41

And more...

## Ethical Business Practices

Beyond the products themselves, consumers are also on the lookout for do-good brands who operate sustainably and ethically. Considerations include:

- Cruelty free
- Responsible sourcing and manufacturing
- Charitable partnerships and donations
- Outreach activities
- Education programmes

American brand, **Brandless (ironic, we know)**, promote basic products but push the 'do good' message. This has been seen as a growing trend for brands in all sectors, that simply being good isn't enough now, your brand must be responsible for **giving back to the world**.

The impact of 'green' labels and logos is also a factor in helping consumers make quick decisions about cleaner, more ethical products during their regular shop:

## Green labels and logos



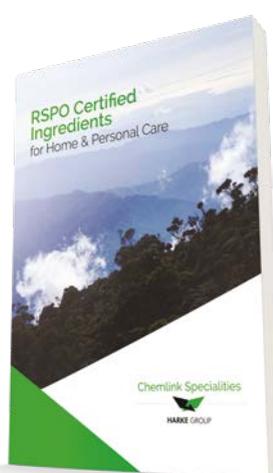
One example of how a business is clearly and succinctly communicating [ethical business practices](#) to consumers is Method. Another is Ecover, with their '[Clean Ingredients](#)' content that merges natural ingredients with ethical business practices, linking together under their values as an organisation. Neither are new brands, but both are taking advantage of this surge in consumer awareness and interest.

Here at Chemlink, we support green supply chains wherever possible, supplying a huge range of RSPO-certified and COSMOS-standard ingredients.

## Available from Chemlink

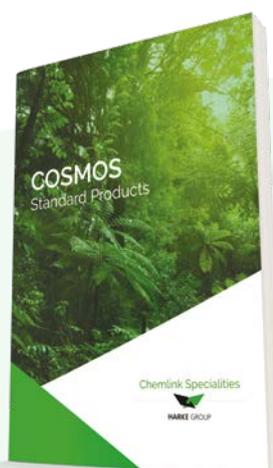
### RSPO Certified Ingredients

[Download our brochure here](#)



### COSMOS Standard Products

[Download our brochure here](#)



# Reformulating for Regulations

Regulations shape every area of the formulation industry in one way or another, and often are in line with the current global trends. For the 2019/20 period we're seeing plenty of regulatory factors pushing the household care industry, influencing the evolution of products in line with global concerns and trends.

## Brexit

While we are aware that **HSE and REACH plan to take on all EU regulations** to begin with, there may be future incidents where the UK and EU's regulations differ, and we must now be aware that in the UK and Europe we have to keep an eye on one more set of regulations.

## Preservatives

MIT and CMIT/MIT has come under wide-spread criticism in recent years, with evidence that it can cause a skin sensitizing reaction in some people, and so the level of MIT or CMIT/MIT has been reduced significantly, resulting in an impact on efficacy. From May 2020 the MIT H317 use level will be reduced from 1000ppm to just 15ppm.

New regulations from May 2020 will see the requirement for the addition of the H317 'May cause an allergic skin reaction' warning label and exclamation mark pictogram be added to any product containing MIT at, or above 15ppm concentration level. In addition, the EU H 208 warning label "Contains methylisothiazolinone. May produce an allergic reaction." should be used on any products containing up to 1.5ppm MIT.

While MIT and CMIT/MIT blends are still in use, the reports of skin sensitisation have made these preservatives less popular with the consumer. Many personal care and household brands have chosen to eliminate MIT and CMIT/MIT altogether rather than opting to use the lower, approved concentration which will soon require hazard labelling.

Even with the labelling, at these lower concentrations MIT will not be effective, so alternatives must be sourced, particularly for household care and personal care applications.

If removing MIT or CMIT/MIT is something you're interested in doing with any of your formulations, the Chemlink Specialities team are actually highly experienced in reformulating with alternative preservation solutions, so please contact our team or [download our MIT eBook here](#).



## BPR

In 2013, the BPR (Biocidal Products Regulation) replaced the BPD (Biocidal Products Directive). Its implementation has been a slow process, mostly because all BPR approved biocides must be tested for their human, animal and environmental safety.

Many previously approved biocides on the BPD have not been approved for the BPR, and what's more, biocides are approved by product category. The biocide must be approved for the category of product that is being sold on the market, so you cannot use a biocide in a product type it's not registered in.

The scope of the BPR is also wider than that of the BPD; all biocides designed for use as biocides (e.g. insect repellent spray) or for use in a Treated Article (e.g. insect repellent mosquito nets) must be compliant.

The BPR is split into four main areas, covering 23 product types as proposed in the directive:

### **MAIN GROUP 1: Disinfectants and general biocidal products**

Product-type 1: Human hygiene biocidal products

Product-type 2: Private area and public health area disinfectants and other biocidal products

Product-type 3: Veterinary hygiene biocidal products

Product-type 4: Food and feed area disinfectants

Product-type 5: Drinking water disinfectants

### **MAIN GROUP 2: Preservatives**

Product-type 6: In-can preservatives

Product-type 7: Film preservatives

Product-type 8: Wood preservatives

Product-type 9: Fibre, leather, rubber and polymerised materials preservatives

Product-type 10: Masonry preservatives

Product-type 11: Preservatives for liquid-cooling and processing systems

Product-type 12: Slimicides

Product-type 13: Metalworking-fluid preservatives

### **MAIN GROUP 3: Pest control**

Product-type 14: Rodenticides

Product-type 15: Avicides

Product-type 16: Molluscicides

Product-type 17: Piscicides

Product-type 18: Insecticides, acaricides and products to control other arthropods

Product-type 19: Repellents and attractants

## MAIN GROUP 4: Other biocidal products

Product-type 20: Preservatives for food or feedstocks

Product-type 21: Antifouling products

Product-type 22: Embalming and taxidermist fluids

Product-type 23: Control of other vertebrates

Chemlink can advise on the BPR and the implications with regards to your products, contact us for guidance.

## Fluorocarbons

Fluoropolymers based on a C8 carbon chain have been used for many years as oil and water repellent films on fibres and hard surfaces (an old generic term for these being 'Scotch Guard').

In recent years however, there have been human and environmental concerns on the biodegradability and eco-toxicity of these PFOAs (perfluorooctyl polymers), leading to their removal. They are being replaced by more eco-friendly polymers based on a C6 carbon chain (perfluorohexyl polymers).

Looking to the future, there is a desire to remove all perfluoropolymers, if viable alternatives can be developed.

### Available from Chemlink

Thetaguard grades pg 39

Thetapel grades pg 40

Thetawet FS grades pg 40

And more...

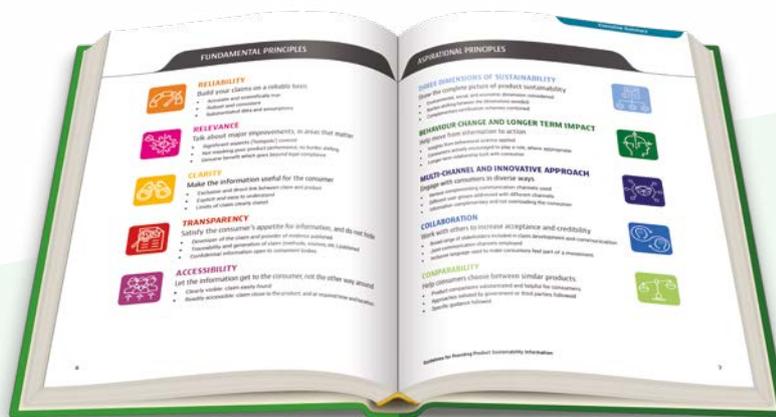
## Regulating to Green Agencies

Regulating to green agencies can be an effective tool for companies who want to show visible proof of their environmental efforts. Arguably the biggest of these is the [EU Ecolabel](#) (often known as the eco flower thanks to its logo!) which many retailers now look for when deciding which products to stock. Another green agency we are often asked to formulate to is the [Nordic Swan Ecolabel](#), that's now gaining international recognition.



There is a strong trend for product formulators to develop products in-line with Green Agency guidelines. Take a look at the information aimed at businesses provided by the [Rainforest Alliance](#).

As well as marketing appropriate products to the Green Agency standards. Here's a great free guide from One Planet Network, "[Guidelines for Providing Product Sustainability Information](#)".



### Available from Chemlink

UniBlue universal disinfectant	pg 41
Videt EGM concentrated glass cleaner	pg 41

And more...

# Convenience and Cost

It is not only the environment that benefits from qualities such as minimised packaging and improved performance in cold washes. These have been increasingly valued in recent years as consumers look for ways to make their money and their time stretch further:

*"Efficacy is a basic requirement for any cleaning product, but those that streamline life for consumers and deliver great results with minimal effort are in high demand. This includes products that clean more quickly and easily and reduce washing or drying time, such as three-in-one products, on-the-go formats and products with easier to-use packaging, such as dispensers and premeasured sachets."* Nielsen

In 2019, the demand for convenience is sometimes in conflict with the need for environmentally-friendly products, so brands that can offer both are more likely to make an impact, especially with younger consumers.



## Multi-Purpose Products

Multi-purpose or all-purpose cleaning products have been around for many years, and each generation is arguably introduced to new varieties of 'miracle product'. In 2019, we're seeing new products enter the UK market through social media, targeting younger audiences in particular who want fewer products that do more, and aren't damaging to the environment.

One of these new entries is **Koh**, an all-in-one product from Australia who have entered the UK market with a huge digital marketing presence. They are targeting millennials through social media and claiming to radically simplify traditional cleaning through "a highly effective yet sustainable 'clean anywhere, clean everywhere' approach". They emphasise their green ingredients, and pull on the trend for reduced chemical load in formulations.



Available from Chemlink

### HI&I Ingredient Brochure

[Download your product summary here](#)

Many of our ingredients are multi-purpose, take a look through our HI&I brochure for more information or talk to the Chemlink team.



## Proactive and Preventative Products

In a recent survey, 72% of Millennials in the US said that they were willing to pay more for cleaning products that extended the time between cleans. So, despite the cleaning craze sweeping social media, there are many young people out there who both love to clean, but don't love to clean every day! There could be many reasons for this; time-saving, cost-saving, eco-consciousness...

But this is great news for innovative cleaning products that look to prevent damage as well as cleaning up – protection against mould, rust and future spills for example, products that add a protective film or layer as they are applied, or soil release properties that make the substrate easier to clean on the next wash.

We have developed our very own **protective spray polish formulation, known as PPg**, which prevents smear and smudge marks on any hard, shiny surface as well as repelling water and spills. Originally developed for autocare, we've found it effective on virtually any hard surface.

Talk to us about protective formulations that focus on preventative and time-saving measures across the home, car and even the office.

### Available from Chemlink

Flexipel SR-95HF cleaner concentrate	pg 35
Mirapol Surf-S cleaning polymers	pg 37
PPg protective spray polish	pg 37
Repel-O-Tex soil release polymers	pg 38
Thetaguard HS-3030 protector	pg 39
Thetapel AM 5010 protector	pg 40
Thetawet FS fluorosurfactants	pg 40

And more...

## Internet Of Things & Technology

How could robots be taking over household care? Well, to begin with there was the humble robot vacuum. That was soon accompanied by the **mopping robot** and even robot **toilet cleaners**. To date, **irobot** has sold over 20 million robot vacuums and mops worldwide. Yes, the future will see us formulating for cleaning robots.

There is also a brand named **Kobold** on the market, who have a range of clever cleaning robots and gadgets that boast using less water, less product and come with their own specially formulated cleaning agents.

Similarly, we're seeing a rise in deep cleaning machinery for personal use, and particularly in carpet cleaning equipment. Products like the **Platinum Power Max from VAX** use **custom designed solutions** that leave the carpets free of sticky residue and prevent staining. This is both preventative, energy-saving and time-saving.



### Available from Chemlink

Flexiclean CC dispersant polymers	pg 35
Flexisperse 220 acid polymer	pg 36
Flexisorb OD-202 odour absorber	pg 36

And more...

# Wellbeing Benefits

We've all heard it said that a tidy house is a tidy mind – as many as 39% of people actually feel stressed when their homes aren't clean ([Mintel](#)). What's more, the surge in cleaning videos and conversation threads on social media platforms mean that cleaning doesn't have to be an isolated, solo task any more – people are keen to share, support and learn from one another.

Cleaning influencer Mrs Hinch ([@mrshinchhome](#)) has become a leading celebrity within the social media cleaning movement, spreading motivational messages such as "we are all winging it .. we are ALL in this together , just wanting to enjoy our homes! No one is better than anyone else and each home is made up of someone's hard work and efforts". Similar messages of support and community go alongside cleaning tips and advice on the countless YouTube channels set up by mums in particular across the country.



## Fragrance

Fragrance is one tangible area that is talked about amongst influencers and social media users with regards to cleaning and wellbeing. Scents can be mood-boosting, as [@cleaning\\_my\\_anxiety\\_away](#) celebrates:



Fragrance preference is highly subjective, and so offering a wider variety of fragrance options is a great way to help consumers find and stay loyal to a product. Fragrances have the power to evoke memories and fragrances can even be thought of as part of your branding.

While extremely subjective (every person's idea of what 'clean' smells like could be different) the general trend is moving towards natural scents and natural ingredients to build up a fragrance profile. Synthetic or artificial smelling products are out.

### Available from Chemlink

Carrubba natural fragrances

pg 33

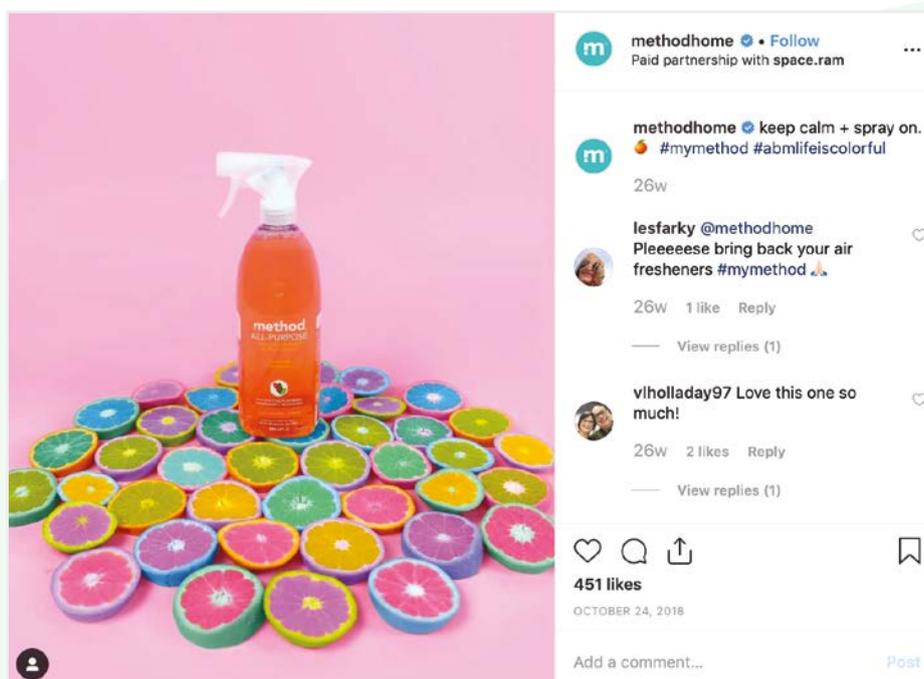
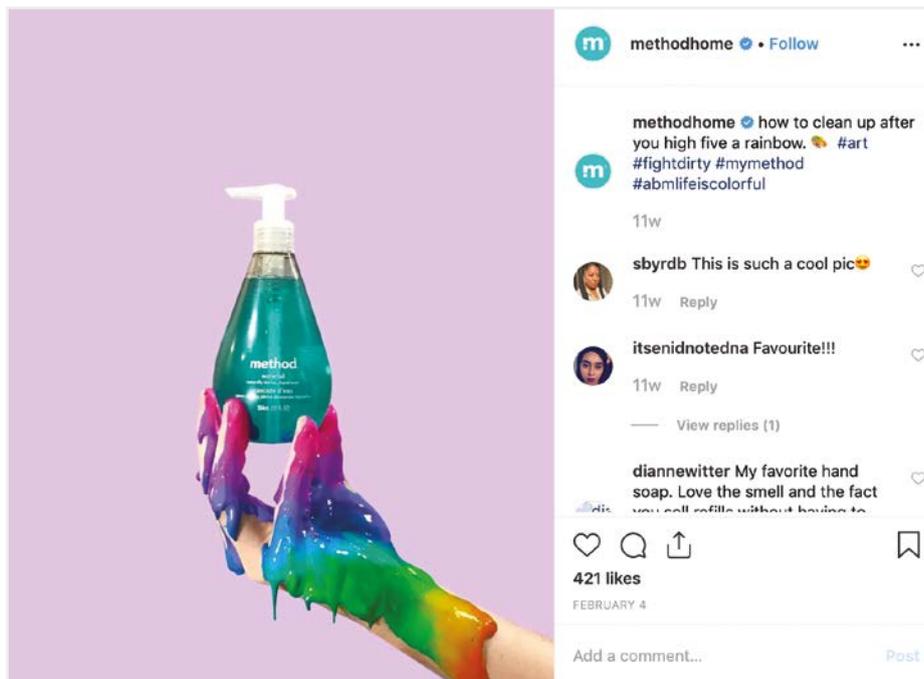
### 2018 Carrubba Fragrance Trend Report

[Download the report here](#)

And more...

## Aspirational Messaging

Brands themselves are also starting to promote the ways in which household products can promote wellbeing. Take a look at [Method's Instagram account](#) and you'll see cupcakes, glitter, happy faces, and positive messages, as well as lots of those wellbeing buzzwords such as non-toxic, safe and natural.



## Safety

Formulating cleaning and household products that are safe for children, pets and food areas is nothing new, but consumer awareness is ever-increasing and brands are being asked for more transparent information about the ingredients being used. Consumers want reassurance that their home is not only clean, but safe. The power of naturally-derived ingredients to effectively clean is something that we expect to drive new formulations, replacing synthetic ingredients. This trend is closely linked to many of the regulatory trends we're seeing too.

### Available from Chemlink

UniBlue universal disinfectant

pg 41

### **COSMOS Standard Products**

[Download our brochure here](#)

And more... talk to the team for details



# Influencers and Shopping

Household brands are adapting their approach in order to engage Millennials and Gen Z more effectively, as audiences turn away from advertising in favour of influencer recommendations, real-life reviews, tutorials and demonstrations through social platforms such as YouTube and Instagram.

Similarly, the task of shopping is changing, household care items have dodged the rise of ecommerce for quite some time, with consumers preferring to shop in-person at the supermarket. But all of that is changing thanks to the normality of shopping online for Millennials and Gen Z, and household brands are adapting, taking influence from how other markets have broken through the ecommerce barrier.

## Influencers

Influencer marketing has long been an important part of product success in the beauty industry. Thousands of bloggers, vloggers and celebrities share their experiences of beauty products in action, showing consumers how they work, giving authentic reviews and offering tips and tricks along the way. We expect more and more cleaning products to benefit from this approach in 2019/20 as the trend for posting cleaning videos on social media continues. Influencers such as Mrs Hinch ([@mrshinchhome](#)), who has nearly 2 million followers on Instagram, are paving the way for others to follow.

	<p><b>Channel Mum Reviews Method's Naturally Derived Anti-Bac Sprays   Ad</b></p> <p>Channel Mum ✓ 25K views • 1 year ago</p> <p>We challenged three mums to swap their usual cleaning products for method's brand new, planet-friendly, anti-bac surface cleaners, which are formulated with a new naturally derived lactic acid form...</p>
	<p><b>Christmas Cleaning Sorted with Supersavvyme   Ad</b></p> <p>Channel Mum ✓ 7K views • 2 years ago</p> <p>Channel Mum &amp; Supersavvyme asked three vloggers – Leanne, Jess &amp; Katie - to share how their Christmas cleaning routines and show us how their families get the house ready for Christmas. Watch</p>
	<p><b>Vileda Windomatic Review with Channel Mum   Ad</b></p> <p>Channel Mum ✓ 75K views • 2 years ago</p> <p>Cleaning your windows is a chore very few of us enjoy but look how much fun Charlotte, Emily and Lisa had with their Windomatic. Clean windows without the stress in half the time! For more inform...</p>
	<p><b>How To Make Mrs Hinch's Lenor Spray   Channel Mum</b></p> <p>Channel Mum ✓ 10K views • 3 months ago</p> <p>If you love Mrs Hinch you'll be familiar with her Lenor spray - she sprays it on everything to keep her house smelling fresh. Not only that, but when you spray it on woodwork it will help you to ge...</p>

## User Reviews

Consumers are looking for social proof - validation that their choices are the right ones, that others are doing things the same way. There is not so much a mistrust of brands as there is a scepticism, and consumer reviews have a powerful effect on the performance of a brand or product.

Household care brands are taking advantage of this in 2019, sharing user-generated content rather than their own expensively made adverts. Budgets are shifting towards digital marketing, targeting consumers as they browse social media platforms and convincing them to take action through reviews and video content.



## How-To Content

Another area that is fast growing is 'how-to' content, where experts share advice on how to get cleaning jobs done effectively and in as little time as possible. We mentioned Koh earlier, take a look at their [YouTube channel](#) for an example of how this instructional content works well alongside user reviews. CIF take a similar approach in their blog, sharing [house cleaning tips](#). Consumers are now using more video content than ever, and will search Google or YouTube for 'how to clean...' expecting a video demonstration for them to watch – only brands who invest in this area will be seen.



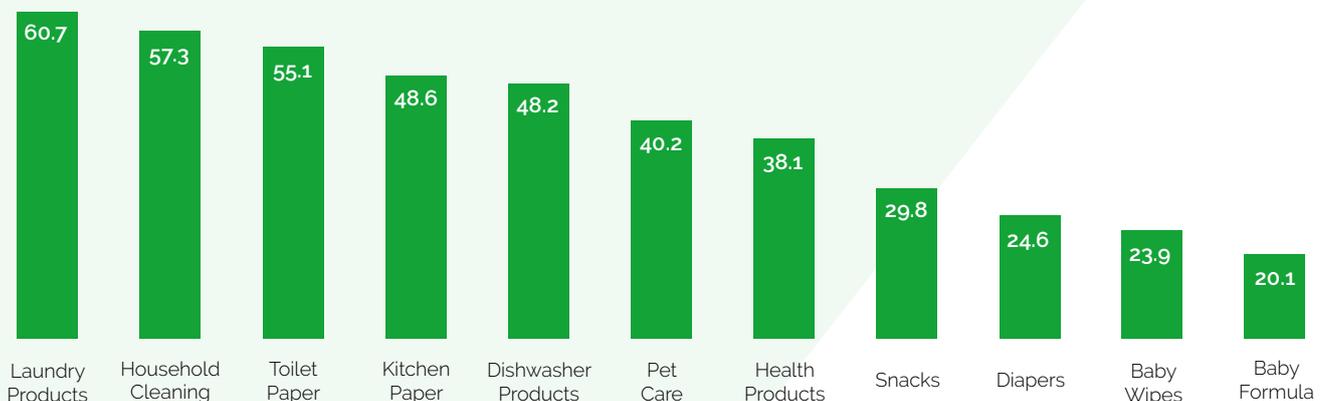
## New Ways To Shop

We're also seeing new ways to shop opening the industry up to innovation. Take the Amazon 'Dash Button', for instance. Shoppers are looking for quick, convenient ways to shop. Shopping online for household care is already pretty convenient, but the Dash Button takes this to a whole new level - gone are the days of forgetting to add 'laundry detergent' to the week's shopping list.

In addition to the Dash Button, some brands have chosen to follow a subscription based approach, where shoppers agree to a regular order of a product and it simply arrives on time. In fact, one report by Globaldata shows the top 5 items ordered on subscription by users are all household care items.

## Categories consumers buy on autopilot

% of all autopilot consumers who have used autopilot consumption for each category over the past 12 months

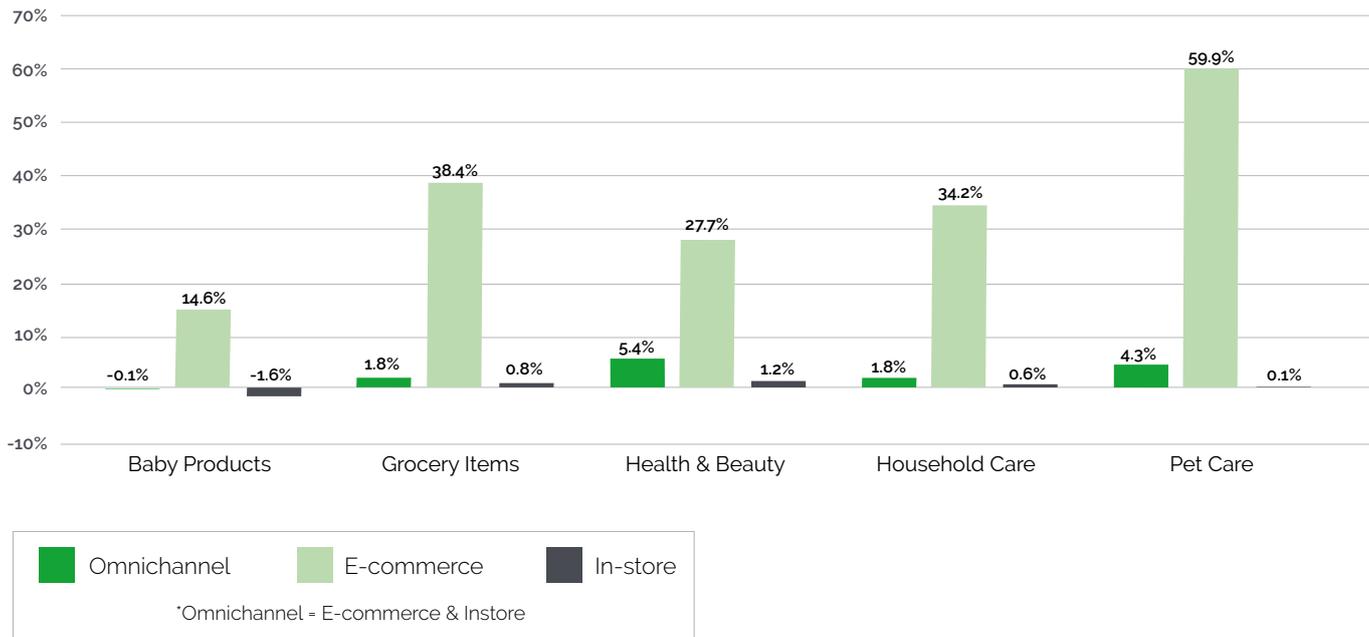


Source: GlobalData consumer research, March 2018

Ecommerce should not be neglected; [Nielsen reported in 2018](#) that over the previous three years, household care product sales grew by over 34% online, while in-store sales remained stable with only 0.6% growth.

## Omnichannel Performance by Department

3-year Compound Annual Growth Rate



Source: Nielsen, Omnichannel Fast Facts on the in-store and E-commerce Landscapes, October 2018

# Personalisation & Design

## Personalisation

Personalisation has been around in cosmetic care for the last few years as people actively reject the 'one size fits all' solution. And now household care brands are getting in on the action too. For example, Method have a [Mixology page](#) where you can mix and match the product scents to customise your own fresh laundry scent.



Surely then it's only a matter of time before household care brands begin to offer more customised options as we're seeing in personal care, such as [Function Of Beauty](#) who allow customers to custom-mix their ideal shampoo and order it online.

Personalisation like this works well in conjunction with current olfactory trends. You can offer the same great product, but personalised to each customer's own preference in scent.

It's also possible to add a wide range of colours to your formulations. Chemlink have our very own [Colours Brochure](#) and we are happy to help you to work our practical ways to offer colour personalisation.

### Available from Chemlink

Carrubba natural fragrances

pg 33

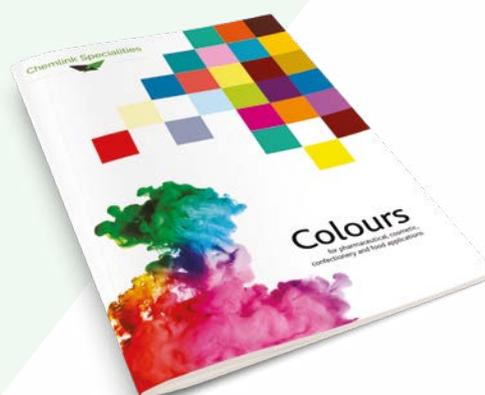
**2018 Carrubba Fragrance Trend Report**

[Download the report here](#)

**Chemlink Specialities Colours Brochure**

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And more...



## Packaging Design

In line with product packaging trends we've seen in the cosmetic and personal care industry, product packaging in the household care industry is becoming simplified. Imagery and bold graphics are out, in favour of **simplified, organic, honest design**.

Tying in with the sustainable packaging trend which is key for 2019/20, simplified designs using less ink and more natural materials stand out.



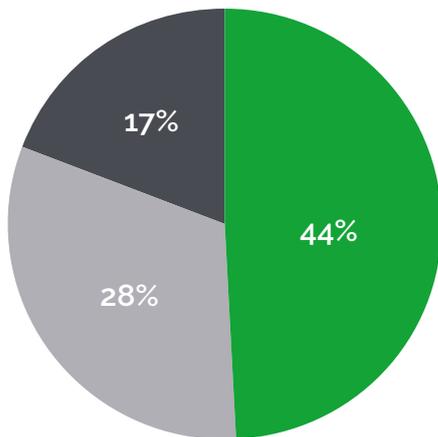
And it must sound obvious but cleaning products shouldn't only be targeting women with their design these days. Gender balance and gender neutrality are influencing all areas of design, including packaging. Men today are much more likely to be excited by a new cleaning product (see next section for the evidence), and when they are excited about it, it's nice to see the packaging doesn't lean to any gender in particular.

## Gender Balance

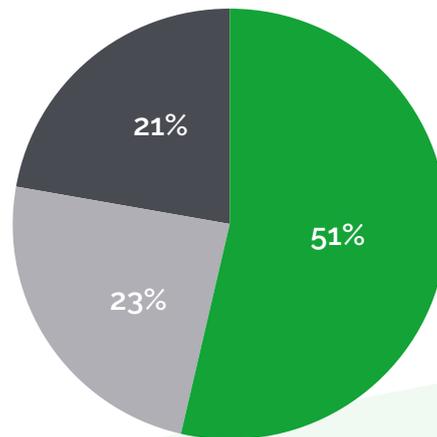
On that note, we're seeing the demand for gender balance and gender fluidity drive progress in many industries. While household cleaning hasn't seen as much of a surge in this global movement, that doesn't mean it isn't due.

Nielsen reported in their '[The Dirt On Cleaning](#)' global trend report in 2016, "As males continue to take a more active role in housework, they present a strong growth opportunity. Perhaps products with masculine fragrances or rugged packaging designs are opportunities worth considering, but unlocking the segment's true potential will come from an in-depth understanding of how these users' needs aren't being met."

### Who's Cleaning?



### Who's Purchasing?



Women



Shared



Men

*[\\*Nielsen report 2016](#)*

So offering personalisation and packaging options that appeal to all, not just women, is an area which we expect to become an important trend for 2020 and beyond.

## In Summary

Consumers are more aware than ever of our impact on the planet, from plastics to global warming. Bombarded with messages across both traditional and digital media, people are looking for ways in which to make small changes and feel that they are contributing to a solution.

For 2019/20 therefore, ethical and environmentally aware products and brands are thriving. Naturally derived ingredients are in favour, as consumers look for green and clean products that are safe in the home, gentle on skin, not harmful to the environment and yet still highly effective.

Products are also expected to do more, in less time. Multi-purpose products are on the rise, as are time-saving methods for time-pressed households. Consumers are looking to one another for recommendations, trusting reviews and user-generated video content.

There is so much opportunity in 2019/20 for brands who are looking to embrace these trends.

Our advice? Look at what's happening on social media, follow hashtags like [#cleaningobsessed](#), learn from consumers, and see if you can add something of value to the conversation whilst staying true to your brand. And remember that your message needs to be authentic for consumers to really engage!



# How Chemlink Specialities Can Help

Book a **FREE** household trends consultation with our team now.



The team at Chemlink Specialities can offer much more than just excellent chemical distribution services. We also have a fully equipped lab on-site with a team of technical chemists who are formulation and reformulation experts.

Our team can offer regulatory and trend advice, helping you take your products to the next level, backed by our impressive catalogue of principals who supply truly innovative ingredients.

Chemlink Specialities are also proud members of the Roundtable on Sustainable Palm Oil and have long been champions of naturally-derived, sustainably-sourced ingredients. Talk to us about including sustainable palm oil ingredients in your formulations today or take a look at our [RSPO-Certified Ingredients](#).

Get in touch for more information – we'd love to work with you!

## Download our brochures now



HI&I  
COSMOS  
RSPO  
Colours

## Available from Chemlink

This is an A-Z of products and ingredients specifically referenced in this eBook.

We have many other HI&I products that you can browse in our [HI&I brochure](#), or you can contact the Chemlink team for help identifying what will work best for you.

### Carrubba Natural Fragrances

Natural aromatics are made by physically extracting the volatile fractions from plants without chemically altering them. Natural fragrances are complex fragrance compounds made exclusively from natural aromatics as defined by IFRA. Natural fragrances are appropriate for use in products where it is desirable to avoid the use of synthetics.

- High performing (compared to aromatic extracts)
- No synthetic chemicals
- More mass appeal
- Greater flexibility
- Natural
- Complex

Household Applications

- Liquid and bar soaps



### Deoplex® Clear

A water soluble liquid derived from the fermentation of vegetable feedstock. Contains enzymes that provide bioconversion of a wide range of malodorous substances. Effective on amines, mercaptans, esters, aldehydes, thiols and alcohols. Deoplex neutralizes odours caused by perspiration, human waste, vomit, cigarette smoke, food, mildew, pets, and depilatories.

- Wide spectrum of odour reduction effectiveness
- Natural ingredients
- Mild and non-toxic
- Environmentally friendly
- Certified Organic form available

Household Applications

- Household cleaning products
- Liquid and bar soaps



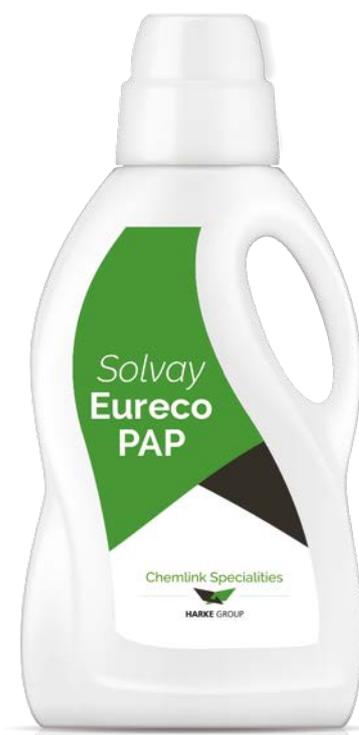
## Eureco™ PAP

Efficient at cold temperate washes, with excellent eco-tox and safety profiles.

- Wide bleaching performance on all bleachable stains
- Already active at low temperature
- Extended disinfecting activity on bacteria
- Deodorizing effect
- Very low dosage requirements
- Ready to use
- Safe on humans
- Safe on fibres and colours

### Household Applications

- Stain removing detergents
- Disinfectant detergents
- Deodorizing detergents
- Kitchen cleaners (disinfection, bleaching, deodorizing, mild anti-scale)
- Bathroom cleaners (disinfection, deodorizing, mild anti-scale, powerful anti-mould, anti-clogging)



## Eureco™ RP103

A unique auxiliary granular grade material which readily delivers superior bleaching, deodorizing and disinfection performance without need of activation or high alkalinity or temperature. Its action is quick and strong.

- 100% biodegradable
- Boron free PAP composition
- Stable in bulk
- Stable with alkalis
- Stable in the presence of relative humidity
- Stable in PVOH pouches
- Dust free, mechanically robust, free flowing particles
- Very rapid dissolution at low temperature
- Stable in domestic detergent powders (ADW and laundry)
- Stable in powdered I&I formulations
- Commercially available

### Household Applications

- Laundry detergents
- Laundry bleach boosters
- Disinfecting agents for laundry powders
- ADW bleach and disinfecting agents



## Flexiclean™ CC range

### Flexiclean™ CC-560G

Dispersant polymers used in encapsulating carpet & upholstery cleaning formulations for enhanced soil removal during vacuuming. Ultra-low VOC and includes renewably sourced content.

### Flexiclean™ CC-307

Functionalized, dispersant polymer that is combined with builders, co-solvents and/or chelates to produce water-based encapsulating carpet & upholstery cleaners. End-use products impart anti-soiling and stain resist properties to cleaned surfaces.

### Flexiclean™ CC-630

Functionalized dispersant for use in acid pH and peroxide cleaning formulations for carpet and upholstery. The product does not leave a tacky residue. Ultra-low VOC and suitable for use on wool.

#### Household Applications

- Carpet and upholstery cleaners
- Automotive carpet cleaners
- Application techniques may include extraction, pre-spray, traffic lane, spotter, low moisture, and bonnet buff

## Flexipel SR-95HF

A formulated cleaner concentrate that is effective for use in daily or weekly shower cleaners, as well as in hard surface cleaners with soil release properties, with built-in detergent, wetting, and haze-free characteristics. It enhances cleaning and leaves behind a durable barrier which resists the insults of hard water, soap scum, and particulate soils.

#### Household Applications

- Daily/weekly/monthly shower cleaners
- Hard surface cleaners including bathroom, all-purpose, multi-surface, glass, bowl, grout, floor, pool and spa
- Wheel, transportation and vehicle cleaners
- End of hose glass and surface cleaners
- Pre-moistened wipe cleaners



## Flexisorb OD-202

Zinc ricinoleate based odour absorber specifically designed for use on carpet, upholstery cleaners and air/fabric refreshers.

Flexisorb OD-202 will not leave any sticky residues, so will not contribute to rapid re-soiling and will remove most odours, not mask them. Contains renewably sourced content derived from castor seed oil.

### Household Applications

- Carpet cleaners and deodorizers
- Upholstery cleaners and deodorizers
- Air/fabric refreshers
- Auto care
- Apparel fabrics
- Odour control cleaning products



## Flexisperse 220

An acid polymer for use in carpet care products which functions as a dispersant, builder and stain blocker, enhancing stain and soil resistance. Flexisperse 220 aids in reducing scale build-up in carpet cleaning equipment. Peroxide stable and compatible with most surfactants and dispersant polymers.

### Household Applications

- Carpet acid rinse
- Carpet extraction cleaners
- Carpet spot cleaners and pre-sprays, including peroxide-containing formulations



## Mirapol® Surf-S range

Hard surface cleaning polymers that form a hydrophilic film on hard surfaces which gives effective soil release and water sheeting. This allows faster drying, preventing streaks and spots, and makes subsequent cleanings easier due to reduced soil attraction and adhesion.

### Household Applications

- Bathroom surfaces
- Kitchen surfaces
- Window and glass surfaces
- Car care
- Auto dishwash

## Mirapol Surf-S P Free Power

Specifically designed for phosphate-free automatic dishwash powder / tab formulations to impart spot-free easy rinsing and to replace the rinse aid.

## PP9

A blend of silanes that crosslink, or cure, on hard surfaces. This crosslinked film has a high sheen, is water repellent, anti-static and semi-permanent. In fact, under test it has been shown to still be present on the hard surface two years after application.

This crosslinked semi-permanent film provides surfaces a high sheen, whilst also offering water repellent and anti-static properties

- Surface protecting film
- High shine finish
- No smear on glass or mirrors
- Water repellent
- Anti-static
- Long lasting
- Easy application
- Stain resistant

### Household Applications

- Bathroom surfaces
- Kitchen surfaces
- Furniture polish
- Window and glass surfaces
- Leather and plastic
- Auto care



## Repel-O-Tex® range

For use in laundry, these soil release polymers reduce the interactions between synthetic fabrics and greasy soil. Adsorbed on the fabric during the first wash, they prevent soil adhesion. Soil removal is then easier on subsequent washes. Performance increases after multiple washes without polymer build-up.

- Increased performance wash after wash
- High efficiency on tough stains (mud, grass, dirty motor oil, make-up)
- Bright colours stay bright, whites stay white
- Concentrated – more washes with fewer chemicals
- Effective in a cold wash

### Household Applications

- Laundry liquids
- Laundry powders



## Rhodiasolv® Infinity E

A highly effective water dilutable microemulsion concentrate for an industrial all-purpose and general cleaner for degreasing, floor cleaning, ink clean up, and as a d-limonene replacement.

- Cold blend
- All raw materials readily biodegradable
- Efficient at neutral pH
- Highly dilutable concentrate
- Multi-purpose textile and surface cleaning for inks and greases
- Highly effective on tough-to-clean stains
- Rhodiasolv® Infinity E formulations can be customized
- Dilutes easily with no special equipment
- Readily accepts glycols and other water-soluble solvents
- Remains clear and stable at all dilutions
- Works with both hard and soft water

### Household Applications

- All-purpose and general cleaners
- Floor cleaners
- Kitchen cleaners and degreasers
- Auto care
- Carpet cleaners
- Spot removers
- Ink clean up
- Adhesive removal





## Thetaguard™ grades

Perfluorohexyl polymers for hard surfaces.

### Example: Thetaguard™ HS-3030

Partially fluorinated polymer. Water and oil repellent and protector for hard surfaces. Water-based with low VOC and air cured at ambient temperature.

#### Household Applications

- Protectors and sealers for hard surfaces: stone, masonry, concrete, saltillo tile, clay tile, stucco, granite, terrazzo, grout, mortar, marble, limestone

Note - product should not be aerosolised.

*Ask the Chemlink team for more examples from the Thetaguard™ range.*



## Thetapel™ grades

Perfluorohexyl polymers for soft furnishings, carpets and apparel.

### Example: Thetapel™ AM 5010

Ambient cure, durable repellent protector for soft surfaces. Thetapel™ AM-510 provides soil and stain resist protection, as well as oil and water repellency for apparel, upholstery, leather, carpeting, and nonwoven fabrics. Treated surfaces are easier to clean and have improved newness retention. Water-based, mildly cationic product with low VOC.

#### Household Applications

- After-market protectors for soil and stain resistance
- Oil & water repellency for upholstery, home furnishings, leather, and carpeting
- Exhaust applications in laundry wash rinse cycle, followed with normal drying
- Auto care
- Water repellent additives for wood coatings and stains

*Ask the Chemlink team for more examples from the Thetapel™ range.*



## Thetawet™ FS Grades

VOC-free, water soluble fluorosurfactants. Outstanding wetting of low-energy substrates such as plastic, metal, glass, oily substrates, waxy surfaces, fluoropolymer and silicone treated fabrics. Thetawet™ FS grades can be used in foaming products without any detriment to the foam.

#### Household Applications

- Floor finishes and sealers
- Adhesives
- Degreasers
- Caustic bottle washing
- Floor cleaners and strippers
- Caulks and sealants
- Household cleaners
- Inks
- Brine foaming
- Paints and coatings
- Pickling baths
- Mould release
- High acid/base, and oxidizer formulations

*Ask the Chemlink team for specifics from the Thetawet™ range.*



## UniBlue®

A ready-to-use (RTU) broad-spectrum disinfectant with Simplified Authorisation in the UK.

- Bacteria – gram positive and gram negative (including superbugs)
- Viruses – envelope and non-envelope viruses (including polio, adeno, norovirus)
- Some fungi – including yeasts
- Mycobacteria – (incl. terrae, avium etc.)

As a universal disinfectant, UniBlue® replaces many conventional biocides. This new technology is based on natural organic acids and essential oils, as used in the food and cosmetics industries.

Whilst being non-toxic, non-hazardous and safe on skin and the environment, it also has rapid, powerful, broad-spectrum kill action.

### Household Applications

- All hard surfaces, including furniture, walls and floors
- Wash rooms, bathrooms and lavatories
- Food preparation surfaces and equipment
- Beds, nursing pillows etc.
- Veterinary equipment and stable gear
- Nurseries
- Greenhouses



## Videt EGM

A super concentrated, naturally derived surfactant system that eliminates the need for VOCs in glass and surface cleaners.

- No need for solvents, glycol ethers or ammonia
- Safe on glass and plastics
- Streak/smear free
- Fast evaporation
- Great detergency
- Lower cost than most traditional solvent based glass cleaners
- Formulate glass cleaner concentrates that can be diluted up to 250:1

### Household Applications

- Glass and surface cleaners
- Super concentrates
- TV and electronic screen cleaners



## Videt IPB-2

A cost-effective, concentrated surfactant for producing VOC-free daily shower cleaners.

- Dries to a clear invisible protective barrier
- Reduces soap scum and hard water spotter even in the toughest water conditions
- Neutral pH: safe on most surfaces including skin
- Virtually odourless, no respiratory irritation
- Zero VOC
- Formulate cleaners without IPA and glycol ether

### Household Applications

- Daily shower cleaners
- Outdoor window cleaners
- Bathroom / kitchen sinks and taps (preventative maintenance)
- Bathtubs (preventative maintenance)
- Glass cleaners



## Book your complementary '2019-2020 HI&I Trends Presentation' now

- Our Technical and Sales team come to you
- Presentation on upcoming trends for your specific market
- Demonstrations and product samples

NEW  
FOR 2019

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