







PRESERVATIVES:

KEY BIOCIDAL INGREDIENTS TO PRESERVE LIQUID DETERGENTS & PAINTS

A call to secure their future availability



(Biocidal Products)

KEY INGREDIENTS TO PREVENT CONTAMINATION

DEPENDENT

on these

ingredients



50% of the total A.I.S.E. product portfolio

€18,3bn turnover

66% of the total CEPE product portfolio

€12bn turnover



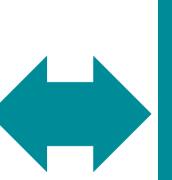




by these two sectors



Future AVAILABILITY THREATENED under BPR



INNOVATION EXTREMELY CHALLENGING:

- Short term alternatives not suitable technically
- Mid/long term alternatives not available









PRESERVATIVES: INNOVATION CHALLENGES

Short term alternatives

- Existing substances
- Technical limitations
 - Not as effective (contamination risks)
 - Inability to reformulate?

Average time to reformulate:
2 to 4 years

TEMPORARY SOLUTION

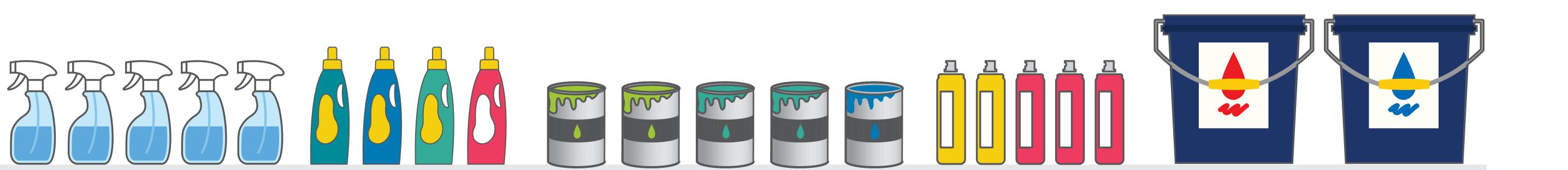
Mid term alternatives

- Lead by suppliers
- New substances?
 - Availability?
 - As effective?
 - Classification?

Long term innovations

- Reduced water composition
- Move to super concentrated formats (eg to be diluted in water)
 - Safe use?
- Market acceptance?
 - Classification?

Average time to reformulate:
5 - 10 years minimum











PRESERVATIVES:

ALMOST 90% CANNOT BE USED BY THE DETERGENT & PAINT INDUSTRIES

From a total of 50 active substances....

