

## **Media Release**

**Clariant International Ltd**

### *Clariant launches new EcoTain label for green products and services*

**October 8, 2009 - Specialty chemicals expert Clariant launches EcoTain – a new label concept designed to clearly identify its green products and processes to customers in various industries like personal care, detergents, industrial home care and coatings as well as the deicing markets.**

A reflection of Clariant's support for its customers' development of greener formulations, the new EcoTain concept stands for eco-friendly, economical and sustainable.

Products under the EcoTain label are biodegradable, low tox, low volatile organic compound (VOC) and Alkylphenoxy ethoxylate (APEO) free. For the personal care sector all materials have the added benefit of being naturally derived and ethylene oxide (EO) free.

EcoTain products are economically attractive, offering high cost efficiency through less waste generation and greater recycling, more efficient processes and lower production costs. This helps customers to achieve the desired formulation cost target without compromising on formulation properties.

Processes used in the manufacturing of EcoTain products use less raw material and lower energy consumption, thus reducing the emission potential and the overall environmental impact.

The materials are certified or undergoing approvals by promoters of natural ingredients in the various sectors, including ECOCERT, Nordic Swan and NaTrue.

Dr. Alexander Snell, Key Account & Marketing Manager at Clariant comments: "Our customers face increasing pressure to demonstrate their green credentials and commitment to sustainability through the use of eco-friendly products and solutions.

Introducing the Clariant EcoTain label will support our customers in choosing the right eco-friendly products and processes to suit the environmental and marketing needs of their particular industry.”

**Products currently under the EcoTain label include:**

- Hostacerin SFO for Personal Care – Clariant’s pioneering sunflower oil based coemulsifier for creams, lotions and sun care products. Based on vegetable, renewable and genetically modified organism (GMO)-free sources, it has low human and eco toxicity, low VOC and is EO free. Hostacerin SFO is manufactured by a low energy consuming processes and offers cost-efficiency as less UV absorber is needed in the formulation. Sustainability is promoted through its low emission potential, biodegradability and replacement of silicones in skin feel
- Praepagen HY for detergents - a biodegradable, low VOC and APEO free cationic surfactant originating from renewable vegetable sources. Market leading companies are using Praepagen HY in laundry detergent powders and liquids in order to boost performance, to reduce the amount of total surfactant and to increase formulation stability. In Europe, Praepagen HY is currently launched in several hand dish wash liquids with improved cleaning performance

**EcoTain processes include:**

- Deicing fluid recycling process – Clariant supports, delivers and operates recycling systems for aircraft deicing run-off. The ecological impact is reduced drastically as less organic carbon is released into the waste water system; economical benefits include reduced disposal costs with reutilization rates of up to 60%; lower energy and material input are required during the production process.

The EcoTain label highlights Clariant’s on-going philosophy of managing its product portfolio and services to customers’ needs as well as the necessity to consequently develop products that are based on a sustainable raw material basis. Its R&D is focused on developing new products with low human toxicity, low environmental impact through high biodegradability and low ecotox, and the use of renewable resources.

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### **Clariant - Exactly your chemistry.**

Clariant is a global leader in the field of specialty chemicals. Strong business relationships, commitment to outstanding service and wide-ranging application know-how make Clariant a preferred partner for its customers.

Clariant, which is represented on five continents with over 100 group companies, employs around 20,000 people. Headquartered in Muttenz near Basel, Switzerland, it generated sales of CHF 8.1 billion in 2008. Clariant's businesses are organized in four divisions: Textile, Leather & Paper Chemicals, Pigments & Additives, Masterbatches and Functional Chemicals.

Clariant is committed to sustainable growth springing from its own innovative strength. Clariant's innovative products play a key role in its customers' manufacturing and treatment processes or else add value to their end products. The company's success is based on the know-how of its people and their ability to identify new customer needs at an early stage and to work together with customers to develop innovative, efficient solutions.

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