

Tom Zumbler → J. Friend

Tom, are these NOVEL ethoxylate products all approved, i.e. PMNA, TOSCA, etc? *JF* MAR 24 1988

Interoffice
Communication

To: C. M. Starks

From: M. F. Cox and S. L. King

Date: January 29, 1988

Subject: RESEARCH REPORT NO. 6814-21-1-88 - "EVALUATION OF IMPROVED NOVEL® ETHOXYLATES: COMPARISON OF IMPROVED NOVEL® VS. ALFONIC® 12-40, 12-50, 12-60, AND 12-80 ETHOXYLATES"

VISTA

RECEIVED

MAR 20 1988

The attached research report details our studies comparing Improved NOVEL® vs. ALFONIC® ethoxylates. Test results suggest that Improved NOVEL® ethoxylates have potential advantages over ALFONIC® ethoxylates with respect to odor, formulatability, wetting, and under certain conditions, detergency performance. The significance of these advantages, however, will depend upon whether or not they meet specific needs of our customers.

In connection with our current marketing strategy (sampling major U.S. customers having significant potential), we recommend that technical information also be provided to help them realize advantages for using Improved NOVEL® ethoxylates. This is particularly important in laundry applications since Improved NOVEL® ethoxylates can give poorer performance if the ethylene oxide content is not properly optimized.

Since Improved NOVEL® ethoxylates give significantly better detergency performance when a quaternary surfactant (fabric softener) is present, we recommend that all detergent manufacturers making a laundry liquid containing fabric softener be sampled with Improved NOVEL® ethoxylates. We also recommend passing this information along to Sherex R&D personnel so they can also pass it along to their customers (along with their recommendation for Improved NOVEL® ethoxylates).

A similar study is now underway to compare Improved NOVEL® vs. ALFONIC® ether sulfates.

Michael F. Cox

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Shermaine L. King

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Distribution - Research Report 6814-21-1-88

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