



CLEANLINESS FACTS

TIPS AND TRENDS FROM THE SOAP AND DETERGENT ASSOCIATION

475 Park Avenue South New York, New York 10016

NEW LAUNDRY DETERGENT CONCENTRATES Good Things Come in Smaller Packages

There are exciting changes going on in the powdered laundry detergent market that are good for both consumers and the environment.

"Ultra" detergents are much more than familiar brand names with a fancy new adjective. With ultra detergents, also called superconcentrates or compacts, the same cleaning results can be achieved with smaller amounts. As a result, packaging is smaller and more compact. The average package for a regular detergent is 8" x 11" x 3"; for an ultra detergent, 7" x 6" x 3". Consumers benefit because these new packages are easier to carry and require less at-home storage space. Retailers benefit because smaller packages take up less shelf space. Most importantly, however, everyone benefits because smaller packaging means less solid waste.

The process of reformulating an existing popular brand into a compact detergent is mostly a result of a fairly complex change in the manufacturing process. Most conventional powders are formulated as a slurry, then spray dried to yield low-density granules. Most compacts are also spray dried, however, conditions are adjusted to produce denser granules. Some compacts are dry mixed rather than spray dried, which also increases density. Some chemical changes, such as rebalancing a formulation's functional components, may also be required. In addition, many conventional powders include processing aids, typically sulfates, that had to be eliminated to achieve the desired density.

Higher price points reflect the fact that more detergent can be fit into a smaller package. In addition to their compact size, the packaging for most of these detergents includes convenience

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features such as strong plastic carrying handles, tear tapes for easy opening, reclosable lids to eliminate spilling, pour spouts, and even scoops to aid in measuring. To reap maximum benefits from these new detergents, The Soap and Detergent Association reminds consumers to read and follow label directions. Instead of the usual 1 to 1½ cups, compacts often require as little as ¼ to ½ cup of detergent per wash load. ■





BAKE IT RIGHT!

What's What with Bakeware Finishes

If the cake is too brown or the bread crust too light, don't be too quick to blame the cook or the oven. The Soap and Detergent Association points out that baking problems can often be traced back to the type of bakeware that was used.

As interest in baking increases, it becomes more important for people to understand the role the right bakeware plays in creating a successful culinary delight. For example, many people are not aware that bakeware with a non-stick surface requires a lower oven temperature than those without this advantage.

Where a light crust is desired, aluminum is a good choice as it has excellent heat conductive qualities. Other pluses include the fact that it is rust proof and lightweight. However, since aluminum doesn't hold and disperse heat as well as steel, items need to be watched carefully during baking so they don't burn.

Aluminized steel is a top choice of commercial bakers. While it has the heat conductive and rust-proof qualities of aluminum, the addition of steel provides superior heat retention, which means that baked goods are much less likely to burn.

Stainless steel bakeware is prized for its easy care, durability and rust-proof surface. Cosmetically, it doesn't scratch and stays shiny-looking longer. However, it is the worst heat conductor of any of the commonly used metals.

Cast iron conducts heat moderately well. It also retains heat for a long time which makes it great for baking crusty breads. However, cakes and muffins that are baked in cast iron may get too heavy and dark on the outside.

Steel bakeware can be coated with tin or with porcelain. Because it is durable and possesses excellent inherent baking qualities, tin-plated steel is used for many commercial baking utensils. A non-stick coating will hasten the baking process. However, care must be taken not to scratch the surface or it will rust. Porcelain provides a harder layer of protection. However, it does not offer the advantage of a non-stick surface. Other drawbacks of a porcelain coating are moderate heat conductivity and poor crusts on bread.■

FASHION FORECAST FOR HOME FURNISHINGS Hot Trends for 1992

This year's home furnishing trends are an interesting combination of down home and high tech, proving, yet again, that fashion in the home is a matter of evolution, not revolution.

People are searching for stress-free, personal environments - '80's style cocooning is evolving into '90's style burrowing. According to observations by The Soap and Detergent Association, the home is seen as a true refuge, a haven from the outside world. People are still spending money, but they don't want to look like they are overdoing it - a phenomenon that trend watchers refer to as "the cloth-coat syndrome."

Look for lots of carved and handpainted furniture, quilts, leather, cast-iron cookware, dinnerware based on a Western motif used on the Sante Fe railroad, Pendleton blankets, and a bright color palette, with emphasis on red and green, drawn from nostalgic flannels.

Traditional looks lean toward English country styling with eclectic overtones. European country furniture mixes with Victorian botanical prints and painted wicker tables. Tea-stained grounds and mid-tone colors adorn both linens and fabrics.

A third trend is referred to as Urban Prairie. It has its roots in the arts and crafts movement of the last century. Products must be multi-purpose and functional - items that have real value, rather than things that simply look pretty. The influence of Shaker design, which incorporates natural woods, unembellished, functional forms and clean lines, is beginning to be felt in this area.

When it comes to electronic products, consumers want quality items that are easy to operate and that fit in with their home's decor. Stereo systems, VCRs, personal computers and fax machines are gaining in popularity because, as they get smaller, they fit more easily in a variety of settings in the home. Manufacturers of ready-to-assemble furniture are styling their products to adapt to a multitude of consumer electronics. The one exception to the "small is beautiful" trend is television. In its case, bigger is definitely better. With movies becoming more expensive and people staying home more, home theater is a truly '90's concept.■

Cleaning Products...
In Our Homes,
In Our Environment



VIDEOCONFERENCE

A national videoconference coming to you
live on April 9, 1992

WHEN IS IT?

Date: April 9, 1992

Times: 11:30 am — 2:15 pm Eastern Daylight Time
10:30 am — 1:15 pm Central Daylight Time
9:30 am — 12:15 pm Mountain Daylight Time
8:30 am — 11:15 am Pacific Daylight Time

The videoconference will be telecast live, featuring
2 3/4 comprehensive hours of need-to-know
information.

WHO SHOULD ATTEND?

Anyone involved in environmental issues and
concerns, including:

- Extension specialists and agents
- Educators
- Community and environmental leaders
- Communicators and professionals in the soap
and detergent industry and allied industries

ADDED BENEFITS

As an attendee, you'll also receive:

- Two environmental education kits designed for
consumer community presentations
- Printed proceedings of the conference
- Access to videotapes of the conference
- 2.5 AHEA Professional Development Units (PDUs)

SPECIAL CONFERENCE FEATURES

- Meet industry and governmental leaders, public
health specialists, hazard evaluation experts, solid
waste authorities, and extension professionals.
- Speak directly with the panel members—via the
live, toll-free phone lines which allow you to call
in your questions directly to the panel during
the broadcast!
- Obtain factual information on all aspects of the
topic, including:
 - views on the latest consumer environmental
attitudes based on research from a leading
marketing research company
 - the link between product performance and
health issues, particularly with at-risk populations
 - municipal wastewater treatment plants and
septic systems: what happens to cleaning
product ingredients
 - latest scientific techniques for environmental
hazard evaluation of household cleaning
product ingredients
 - product labeling: distinguishing between
human safety and environmental safety
 - new advances in soap and detergent products
 - and much, much more

For more information and to find the conference
location in your area, contact:

Gisel English
The Soap and Detergent Association
Phone (212) 725-1262 Fax (212) 213-0685

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The Soap and Detergent Association
and
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The Ohio State University



MISCELLANY

Teen Buying Power

In today's economy, teens wield a great deal of buying power. Through weekly allowances and earnings, the average 16 to 19 year old boy has about \$74.25 to spend; girls the same age have about \$77.40 at their disposal.

According to reports monitored by The Soap and Detergent Association, both groups choose clothing as their primary spending category, but boys tend to be better savers, putting away 22.8% of their budget to buy more expensive items at a later date. Perhaps because they are far greater impulse buyers than males, and because they regard shopping as one of their primary activities, girls save only 13% of their weekly income.

The expensive items that teens either own or crave include VCRs, home computers, portable cassette players, and compact disc players. They strongly influence household purchases and as many as 14% own stocks and bonds.

Space-efficient Flatplug Is Safer, Too

A newly designed electric plug is being introduced on some lamps this spring. Flatter and thinner than the conventional plug, it offers two important advantages. It takes up less space and has several safety features particularly important in homes where there are infants. The plug's thin design eliminates several possible dangers. For example, if the plug is accidentally hit by furniture, vacuum cleaners, etc., the live blades will remain concealed. There is also a built-in safety removal ring that pops up automatically whenever an adult grasps it. However, if a young child is able to engage it, the plug's face acts as a shield, making it impossible for the child to touch electrically live blades. And, because the flatplug doesn't protrude from the wall like conventional plugs, it is less likely to attract a curious, crawling toddler. The Soap and Detergent Association notes that the flat design means that furniture can be positioned almost flush against the wall.

Storage Solutions

Every home has possibilities for more storage space. All it takes is some creative thinking and clever use of resources. Here are a few ideas from The Soap and Detergent Association.

Two frequently under-utilized spots in the bathroom are under the sink and above the toilet. Adding a skirt to a pedestal sink provides an attractive storage place for cleaning supplies and paper products. Adjustable shelving, hanging cabinets, or pole units can provide extra storage space above the toilet.

In the bedroom, consider storage boxes designed to fit under the bed. For easy access, choose units with rollers. Headboard units can provide space for books, clocks, radios, etc.

Magazine racks can be mounted in hallways or anywhere throughout the house. Use them to store reading matter, grocery bags, files, or mail. Pegboards or vinyl-covered wire grids can be hung inside a closet door, under a stairway, or on a wall in the basement or garage. Use them to store pots and pans, garden implements, hats and scarves, even belts and handbags.

Efficient Drying

If a clothes dryer is not giving satisfactory results, The Soap and Detergent Association offers several tips. Of particular concern is the fiber content and weight of the items being dried. Heavy, hard-to-dry articles should be dried separately from lightweight items. Otherwise, the heavy articles will still be damp or the lightweight ones will be overdried. To avoid overloading the dryer, dry only one washer load at a time. Otherwise, the items will not tumble properly, and articles on the outside may be dry while articles in the center of the load may be damp.

Unobstructed air flow is also an important influence on drying time, and proper venting is critical for good results. Any obstruction in the exhaust duct or hinged hood, or an extra-long exhaust vent will restrict air flow, which means a longer drying time. A clogged lint filter can also produce the same unhappy results. For maximum performance, the lint filter should be cleaned after every load.

New Trends in Drapery Hardware

When it comes to window treatments, new developments in curtain and drapery hardware have created a starring role for items that were once strictly part of the supporting cast. Rods, swagholders and tie backs are making strong decorative statements in finishes that range from cast iron to brass to faux marble. Avant-garde motifs, such as spears, fleur-de-lis and exaggerated nuts and bolts, can change the personality of traditional window treatments.

Other innovations spotted by The Soap and Detergent Association include hardware that is designed to enhance the fabric, shaping it in ways that look complicated but are really simple. One example is a swagholder with a removable center plug that can be used to create a decorative pouf or a flat rosette. It can also double as a tieback for a conventional drapery treatment. Another is a pole with rings at either end that transforms a length of fabric into a swag and jabot treatment. Even traditional curtain rods are undergoing changes. Innovations here include end-snap brackets for easy installation and transparent rods especially for sheer curtains.

Hypercolors

Hypercolors are the latest hot fad to hit the junior sportswear market. This new style is the result of a metamorphic color system that changes color according to body temperature and environment. Once the heat source is removed, the fabric reverts back to its original color.

In order to retain the original properties of the fabric, The Soap and Detergent Association cautions consumers to pay special attention to the care labels on these items. Most manufacturers recommend laundering in cold water, a gentle machine wash and no bleach. If ironing is required, use a cool iron. Avoid using stain removal products directly on the garment as they may remove the color. Since the colors may bleed, even in cold water, these items should be washed separately. If the item is accidentally washed in hot water, no harm will come to the color changing properties. However, bleeding may be so extensive that the color change is no longer vivid. ■

WHAT'S NEW?

Say good-bye to grease flare ups on gas and electric grills with Hot Rocks. Because these re-usable grilling tiles are made from non-porous ceramic, they do not absorb the grease. To clean, wash with soap and water, by hand or in the dishwasher, or turn them upside down on the grill and burn off the excess.

(Harris Potteries; 770 North LaSalle Street #600; Chicago, IL 60610)

For the ultimate color-matched bathroom, consider Kaleidoscope, a shower curtain made from double polished clear vinyl. Its patchwork style star pattern creates a prism effect that reflects all the colors in the room. A designer look for the economy minded, it will retail for approximately one-third the cost of other similar shower curtains.

(Maytex Mills, Inc.; 261 Fifth Avenue; New York, NY 10016)

The Homework Classic Collection is an inexpensive, yet sturdy, way to control office clutter in the home. Five small storage pieces, including a file box, a tote file, drawer organizer, magazine file, and desk organizer, feature a classic black and white marble design on corrugated fiberboard with rigid plastic trim. They're useful for keeping household records, for home-based businesses, and for second, at-home offices.

(Fellowes Manufacturing Company; 1789 Norwood Avenue; Itasca, IL 60143)

Sturdy, temporary hanging space is easy to come by with a new laundry helper caddy that functions as an ironing caddy or a portable coat rack. This handy unit, which unfolds into an "X" configuration, can support up to 40 garments and includes practical features, such as floor guards to protect against scuffing as it is moved from place to place.

(National Home Products; 535 Schoolhouse Road; Telford, PA 18969) ■





"KEEP IT CLEAN" BRIEFS

Spring is peeking its head out and winter-weary people are contemplating shedding those wooly wardrobes. However, before getting too anxious to put winter behind, remember that proper storage of winter fashions will keep them in tip-top shape for years to come. The Soap and Detergent Association offers some hints for storing winter wardrobes:

- Clean everything before storing. Some stains that are now invisible will darken with age to appear in the fall. Dirt and food stains are an invitation to insects.
- Wrap folded clothes in white tissue paper to help prevent excess creasing.
- Store all items in cool, well-ventilated areas away from natural or artificial light. Do not store garments in hot attics, damp basements or garages.

Laundry detergents work best in warm-to-hot wash water. Consider using cold water only for washing clothes whose colors might fade or clothes that are only lightly soiled.

Some acidic foods, such as salt, vinegar, milk products, tomatoes, etc. can remove the oxide film that protects stainless steel flatware. Removal of this film may cause small rust spots to appear on the flatware. To help minimize rusting, rinse or wash flatware as soon as possible after using it.

Wooden cooking accessories, such as pepper and spice grinders, with fine mesh metal parts should never be immersed in water. To clean them, simply wipe with a cloth soaked in water and hand dishwashing detergent; rinse and wipe dry with a clean cloth. ■

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