

Expertise+

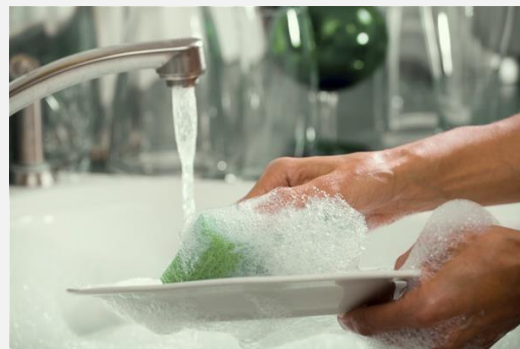
17th December 2020

www.btc-europe.com/information

Sustainable and performing manual dishwashing – with Glucocon®

- Manual dishwashing (MDW) shows significant growth: 36.6% volume sales growth has been achieved in Europe in March 2020 vs. prior year
- The importance of “sustainable resources” claims is steadily rising within European MDW launches: from 43% (2015) to 52% (2019)
- In 2019, already 12% of all European MDW launches carried the EU Ecolabel, compared to 7% in 2017 and 6% in 2015

Source: Nielsen Market Data Europe, March 2020; Mintel GNDP



Makes dishwashing by hand easy

With Glucocon® 600 CSUP and Glucocon® 650 EC, the combination of perfect cleaning results, mildness and environmental responsibility can be achieved:

- Outstanding cleaning and foaming properties
- Perfect shine
- Gentle to skin
- Dermatologically tested
- 100% bio-based
- Suitable for EU Ecolabel
- Roundtable on Sustainable Palm Oil (RSPO) Mass Balance
- Excellent ecological and toxicological profile

Our wholly bio-based surfactants are suitable for your natural, skin friendly and high foaming manual dishwashing formulations!

You can find additional information about Glucocon® 600 CSUP and Glucocon® 650 EC directly using our website for [detergents & cleaners industry](#). You can also contact your local BTC partner directly using the [Solution Finder](#).