

Cleaning products: Meet BTC at the H3i trade fair in Birmingham

Formulators of detergents and cleaning products have been facing regulatory issues for some time – be it CLP regulation, the reformed legal framework for chemicals (REACH) or BPR. BTC can help you work through these challenges, and the [H3i trade fair](#) (8th-9th March) in Birmingham (UK) provides a perfect opportunity to discuss any regulatory, commercial or market questions you may have. Our experts are looking forward to seeing you at Stand 305.

All cleaning product formulators are welcome

The trade fair is aimed at everyone involved in creating, formulating and manufacturing household, industrial and institutional cleaning products. “Entrance is free and the trade fair is a great opportunity for customers and suppliers to meet,” says Sharon Cooke, Account Manager at BTC. It is the ideal place to talk about urgent issues that play a big role for the whole industry, such as regulatory requirements, Sharon says. “Regulatory changes are an ongoing topic and many customers are still working on reformulations, e.g. to meet the CLP standards that changed in 2015.” To find the best solution for their product, BTC customers can pick from a vast range of both natural and synthetic ingredients and additives. “This brings our concept of ‘enabling choice’ to life,” says Sharon.

Latest developments of BASF at “TechFocus”

The Techfocus presentations are another reason to visit the H3i trade fair. BTC will provide news on the latest developments by BASF experts on both days. The presentation on 8th March features the benefits of liquid mono doses for home laundry. On 9th March, BTC will discuss “Low Foaming Rinse Aids for Mechanical Ware Wash” – a subject equally important for industrial and institutional cleaning.



Our expert

Sharon Cooke, Account Manager at BTC, joined BTC in 2000 after working as export manager for a company in the ink industry for several years. She started her career at BTC in internal sales. Later she combined this with field sales before becoming Account Manager for the detergent and cleaning industry. Sharon loves the opportunity to interact with her customers and enjoys helping them find the appropriate solutions to their challenges.



For more information about BTC at the H3i trade fair and to contact your local BTC contact partner directly, use the website for your [industry](#).

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