

## Evonik Brazil will be present at Household Summit 2022

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"Rethinking the nature of home and fabric care" will be the theme of a lecture and the focus of prototypes presented by the company

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Evonik will take part in the next edition of the **Household Summit – Seminário de Tecnologia e Inovação em Produtos de Limpeza e Afins** (*Household Summit – Seminar on Technology and Innovation in Cleaning and Related Products*), to be held on September 14 and 15, at the Hotel Ninety, in São Paulo (SP), Brazil.

Aimed at formulators, chemists, technicians, marketing professionals and managers who work in the segments of home care, sanitizers, cleaners, detergents, industrial & institutional, and auto care, and seek technological updating and networking, the event has the format of "Business Rounds" – in which sponsoring companies will show and present their products and prototypes in the exhibition area – and technical and commercial lectures.

"This will be Evonik's third participation in the event and we are looking forward to this in-person meeting. We raise the experience with innovative prototypes to inspire the industry to rethink the nature of home and fabric care with the new era of biosurfactants," says Meris Milek, Applied Innovation Cleaning Solutions Coordinator for Central and South America.

Evonik is a sponsor of the event and will be responsible for the lecture **"Rethinking the nature of home and fabric care"**, on **September 14th, at 2:30pm**. The presentation will address how consumers around the world are closely evaluating the environmental and social responsibility of companies and are still struggling to find "green products" that really deliver functional and environmental benefits. It will also show that the industry has the opportunity to innovate with Evonik's cleaning active

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technology, biosurfactants, and lead a new era of natural ingredients with the performance consumers want.

### **High-performance biosurfactant**

Among the products that will be highlighted by Evonik at the event is **REWOFERM® RL 100**, a high-performance, ultra-sustainable primary or secondary biosurfactant composed of glycolipid-based rhamnolipids. The product has high foaming, wetting and emulsifying power, besides being gentle to the skin and not having its performance affected by water hardness and reducing the complexity of the formula.

Being of vegetable origin, it is totally biodegradable (aerobic and anaerobic), meets the international Ecolabel criteria, has exceptionally low aquatic toxicity, 100% renewable carbon index, does not contain palm oil, silicone, nanoparticles, microplastics and Ethylene Oxide. REWOFERM® RL 100 meets the segments of multifunctional cleaners, laundry, vehicle cleaning, heavy cleaning, industrial and institutional.

### **CLEANtain Toolbox**

Evonik offers a broad portfolio of sustainable ingredients that can be used in cleaning formulations designed to positively impact both the environment and people. To make transparency and sustainability tangible for its customers, the company has just launched the CLEANtain tool, available on the portal intoCleaning ([intocleaning.evonik.com](https://intocleaning.evonik.com)).

CLEANtain allows you to search for specific products, categories and criteria related to sustainability with just a few clicks. In addition, you can filter the portfolio according to the most relevant sustainability criteria and easily export the compiled results in a PDF document.

This is yet another contribution by Evonik to improve the sustainability profile of formulations, a key challenge for the 21st century and that will impact generations to come.

**Service:**

**Household Summit 2022**

Date: September, 14 and 15

Time: 8:30am to 5:30pm

Where: Ninety Convention

Alameda Lorena, 521 – São Paulo – SP – Brazil

**Company information**

Evonik is one of the world leaders in specialty chemicals. The company is active in more than 100 countries around the world and generated sales of €15 billion and an operating profit (adjusted EBITDA) of €2.38 billion in 2021. Evonik goes far beyond chemistry to create innovative, profitable and sustainable solutions for customers. About 33,000 employees work together for a common purpose: We want to improve life today and tomorrow.

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