

Press Release

Holzminden, March 6, 2023

Symrise launches new collection of multifunctional ingredients for household care products

- Multifunctional substances in the home care category improve cleaning power and durability
- Innovative ingredients promote sustainability and reduce packaging
- Customers benefit from regulatory expertise and consumer understanding

Symrise is adopting an innovative approach and launching a new collection of multifunctional ingredients for household care products. In addition to classic cosmetic ingredients, the Holzminden-based company is now also offering multifunctional ingredients for household care products in this category. The multiple multifunctional ingredients improve cleaning performance, product aesthetics and enhance formula protection of products such as laundry, dishwashing, and surface care detergents. The demand for high-performance sustainable cleaning agents is growing rapidly while regulatory requirements for manufacturers regularly change. The Symrise ingredients assist with this change and support sustainability by reducing impact on the environment.

Consumers expect companies to comply with increasingly strict sustainability standards, demanding products with fewer ingredients and the same high quality. Furthermore, the trend is moving toward smaller packaging and less plastic. The Holzminden-based company is responding to this demand with its new Home Care product category, which offers multifunctional ingredients for household care products. The powerful ingredients perform the function of several ingredients, which allows for shorter ingredient lists and less packaging.

From a functional perspective, the ingredients improve the household care products' grease removal power and thus increase their cleaning power. This criterion has become more important in recent years. The multifunctional ingredients of Symrise also provide a solution for enhancing the protection of the formulation since they keep the most important ingredients, such as enzymes, stable. Improved product aesthetics allow the modulation of viscosity and improvement of solubilization properties. And finally, they enhance sensory benefits and antioxidant properties, which in turn benefits the product's foam volume and scent stability.

New product category is based on innovation, expertise and sustainability

Symrise possesses many years of research experience, a large team of experts and state-of-the-art laboratories. "We were able to develop this product category based on our profound ingredient expertise. Our multifunctional ingredients are created with three key features: innovation, expertise and sustainability. We feel confident that we will continue to develop smart solutions for the household care products market," says Jörn Andreas, President Scent & Care at Symrise.

Consumer-friendly, biodegradable products

Consumer brands face intense competitive pressure. They must adapt quickly and flexibly to constantly changing consumer demands and market conditions. "Our multifunctional ingredients score points because of their low carbon footprint and their biodegradability in both aerobic and anaerobic conditions. The innovative technology is suitable for the EU ECOLABEL and for ECOCERT certification for detergents," says Tony Bartolini, Global Category Director Home Care in Micro Protection at Symrise.

Symrise will present the new home care collection of multifunctional ingredients at H3i Italy in Milan. It highlights the ingredients, and formulations used in creating household, industrial and institutional cleaning products.

About Symrise:

Symrise is a global supplier of fragrances, flavors, food, nutrition and cosmetic ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, pharmaceuticals and producers of nutritional supplements and pet food.

Its sales of € 3.8 billion in the 2021 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented by more than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.

Symrise works with its clients to develop new ideas and market-ready concepts for products that form an integral part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more ...

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