



ACS GCI Formulator's Roundtable

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Green Chemistry and Commerce Council
Innovators Roundtable
Broomfield, CO

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Overview

- General Background
- Membership & Mission
- 2008 Year in Review
- 2009 Forecast
- Value Proposition

ACS GCI Roundtables

- ✓ Industrial sector based
- ✓ Focus on the technical aspects related to green chemistry implementation
- ✓ Non-competitive and pre-competitive environment managed by code of conduct and antitrust guidelines
- ✓ Capitalize on the independent, scientific position of ACS GCI
- ✓ Governed and operated by the members

ACS GCI Formulator's Roundtable Membership Definition

Any corporation, or subsidiary, division or unit thereof, significantly engaged in the formulation of soap, detergents and cleaning preparations and/or perfumes, cosmetics, and other toilet preparations under his or its own brand names.

This includes all corporations identifying with SIC Industry Group 284.

Annual membership contributions = \$1,000 - \$10,000
(according to annual sales volume)

Members as of 5/6/09

Amway



Superior Solutions



SC Johnson
A FAMILY COMPANY

JohnsonDiversey
Clean is just the beginning



Johnson & Johnson
CONSUMER COMPANIES, INC.



ACS
Green
Chemistry
Institute®



Rug Doctor
The Carpet Care Experts

Prospective Members

- Ecolab
- Method
- Procter & Gamble
- Reckitt Benckiser
- Staples
- Sysco
- Unilever

Management Team

- Co-Chairs:
 - David Long, ACS GCI
 - Stan “Doc” Weller, Zep, Inc.
- Two representatives from cleanser (personal care) companies:
 - Rob Predale, Johnson & Johnson
 - Phil Sliva, Access Business Group
- Two representatives from cleaner companies:
 - I&I company: Bob Israel, JohnsonDiversey
 - Consumer products company: Herb Vanderbilt, Bissell Homecare Inc.
- ACS GCI Director:
 - Bob Peoples

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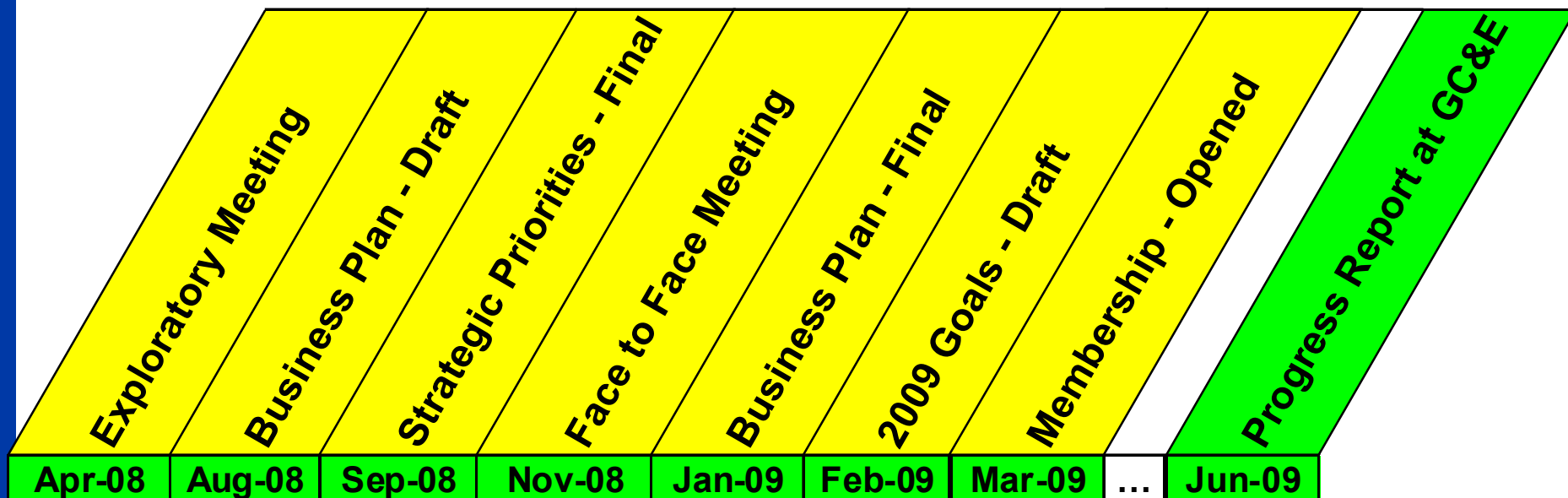
Mission:

To be a driving force in the formulated products industry to use Green Chemistry in creating innovative products that are environmentally sustainable throughout its product life cycle and safer to make and use.

Strategic Priorities

- **Promote transparency and consistency through a set of green chemistry principles for formulated products.**
- **Drive good science in the development of environmentally preferred products standard/ certification.**
- **Inform and influence suppliers and academia to develop greener alternatives.**
- **Be recognized leaders in Green Chemistry.**
- **Incorporate risk-based decision making into green chemistry.**

ACS GCI Formulator's Roundtable 1 Year Progress



2009 Projected Plan

Identify Mgmt. Team											
Drive good science in technical standard development											
	Recognize Principles for Formulators										
	Define Top GC Formulation Concerns										
	Improve Sharing of Non-Proprietary Information relevant to Green Assessment										
									Develop collaborations to identify alternatives to areas of concern		
							Set 2009 Objectives				
Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09			

Value Proposition

The Roundtable provides...

- + A discussion forum for common technical challenges
- + A unified voice on emerging issues
- + Research funding* on areas of particular interest to formulators
- + An opportunity to pool intellectual resources to influence as an industrial sector
- + An avenue to emphasize good science in standard setting

*Indirectly

Publicity

- [Ever Greener Cleaners](#) Stephen K. Ritter, *Chemical & Engineering News*, 87(1), December 29, 2008
- [Cleaning Products Go Green](#) Tom Branna, *Household and Personal Products Industry (Happi)*, December 2008
- [Cleaning products go green: while most household cleaning categories limp along, products promoted for their environmental benefits are posting double-digit gains](#) Tom Branna, *Entrepreneur*, December 2008 (reprint from *Happi*)
- [Green chemistry gains momentum](#) Cynthia Challener, *ICIS.com*, January 19, 2009
- Webpage: Link found on www.acs.org/greenchemistry

Acknowledgements

- Amway Corporation
- Bissell Homecare Inc.
- Church & Dwight
- Clorox
- Johnson & Johnson Consumer Companies, Inc.
- JohnsonDiversey, Inc.
- Rug Doctor, Inc.
- SC Johnson & Son, Inc.
- Seventh Generation
- Zep, Inc.
- All prospective members

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