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HI & I CLEANING NEWSLETTER



## STEPAN LAUNCHES STEPOSOL® CITRI-MET

**STEPOSOL® CITRI-MET** is a revolutionary fully formulated cleaning concentrate that is water dilutable, and designed for use in the Household, Institutional, and Industrial Cleaning (HI&I) market. The active ingredients in **STEPOSOL® CITRI-MET** include a combination of **STEPOSOL® MET-10U**, a Nobel-prize winning Metathesis chemistry, and naturally-derived citrus terpenes and an emulsifier package.

The value of **STEPOSOL® CITRI-MET** is that it is fully formulated and can be diluted to various use levels. This means that the formulation work is already complete. Other benefits to using a blend include reduced raw material inventory (multiple SKU vs. one SKU) and reduced handling concerns. D-limonene is a flammable solvent, however by incorporating it into **STEPOSOL® CITRI-MET**, the safety and handling profile is improved. In addition, the use of **STEPOSOL® CITRI-MET** also provides a light citrus odor to a finished formulation. It also affords the formulator the ability to create a wide range of cleaning products across multiple application areas.

The typical dilution levels for use in household applications range from 1:20 to 1:100 and industrial applications range from 1:3 to 1:5 (**STEPOSOL® CITRI-MET** to water). Below is a quick reference that can be used to identify the dilution level for your application.

In addition to recommended dilution levels, which can be found in the [Formulation Guideline](#) document, Stepan is also offering a [Household](#)

[Cleaning Application Guide](#) and an [Industrial Cleaning Application Guide](#), prototype formulations and a [Material Compatibility](#) guide. To place a sample order or for additional information on **STEPOSOL® CITRI-MET**, access our micro-site at [stepan.com/CITRIMET](http://stepan.com/CITRIMET). For information on commercial availability, contact your Stepan Sales Representative.

Applications	Recommended Dilution Level (STEPOSOL® CITRI-MET to water)
Adhesive Removers	1:3 to 1:5
All-Purpose / Multi-Purpose Cleaners (Household)	1:20 to 1:32
Bug and Tar Removers	1:14
Carpet Cleaners	1:14
Crude Oil Cleaners (Industrial)	1:3 to 1:5
Floor Cleaners (Household)	1:50 to 1:100
Graffiti Removers	1:3 to 1:5
Industrial Metal Cleaners	1:3 to 1:5
Latex Strippers / Removers	1:3 to 1:5
Laundry Pre-Washes	1:14
Oil Field Rig Washes	1:3 to 1:5
Permanent Marker Removers	1:14
Window Cleaners (Household)	1:50 to 1:100

## STEPAN ATTENDS THE U.S. EPA SAFER CHOICE SUMMIT

Stepan recently attended the U.S. EPA Safer Choice Summit on November 12 and 13, 2015 in Arlington, VA. The summit afforded an opportunity for the EPA staff, retailers, NGOs, manufacturers, suppliers and others to identify ways to enhance and achieve greater efficiencies in the Safer Choice product review process and to increase awareness and understanding of the new Safer Choice label.

During the summit, the U.S. EPA Safer Choice staff announced a new data system called the Safer Choice Community would be implemented to manage finished product submissions and track the status of submissions, as well as track certification audits and renewal dates. The data system is still currently in development.

The agency has expanded the Safer Choice Ingredient List (SCIL) to over 700 ingredients and plans to conduct a "spring cleaning" marketing campaign. EPA Administrator, Gina McCarthy, spoke passionately about the Safer Choice Program and the Agency's commitment to protecting public health and the environment. Stepan continues

to support customers interested in the U.S. EPA Safer Choice certification. Stepan is a proud recipient of the 2015 U.S. EPA Safer Choice Partner of the Year Award and has over 30 ingredients listed on Cleangredients.

### Safer Choice Summit Attendees:

Ms. Keshia Carswell,  
Regulatory Coordinator

Ms. Annie Gariepy,  
Technical Service & Sales  
Development Manager

Dr. Rob Slone,  
R&D Vice President  
Product Development



## STEPAN LAUNCHES NINOL® CAA

In August 2015, Stepan launched **NINOL® CAA**, (INCI Name: Dimethyl Lauramide/Myristamide), a naturally-derived aesthetics enhancer and fragrance solubilizer for use in liquid cleansing systems. This multifunctional nonionic surfactant is DEA-free, and can be used as a solution to support formulators' needs for "free of" claims while still meeting performance and aesthetics expectations.

**NINOL® CAA** enhances the solubilization of fragrances and dissolves various organic materials at room temperature due to its large Hansen Solubility sphere, making it an ideal candidate for use in liquid cleansing applications, such as hand soap. **NINOL® CAA** also demonstrates excellent viscosity and foaming performance and at reduced use levels, it can also provide superior viscosity building and compa-

table foam stabilization to traditional amides and betaines.

For more information on **NINOL® CAA** or to place a sample order, go to Stepan's microsite at [stepan.com/NINOLCAA](http://stepan.com/NINOLCAA). For information on commercial availability, contact your Stepan Sales Representative.

### SPECIAL POINTS OF INTEREST COMING SOON!

- **Stepan's Antimicrobial Formulations and enhanced search capability on over 80 end-use formulations available for sublicensing. Look for them in January!**
- **Stepan mobile app of our entire product catalog.**

## STEPAN AT CSPA END OF YEAR MEETING

In early December at the 2015 annual Consumer and Specialty Products Association (CSPA) meeting in Fort Lauderdale, FL, Stepan's Vice President of Research and Development, Dr. Rob Slone participated in a roundtable discussion with other Safer Choice Partner of the Year award winners and the U.S. EPA. There was lively discussion focused toward expansion of the Safer Choice program to address antimicrobials. Jim Jones of the U.S. EPA, noted that there was an old rule that the word "Safe" cannot be used in the same context with antimicrobial chemicals, so this creates a hurdle for Safer Choice to address these materials. In the spirit of the theme for this year's event (Collaboration), the consensus of the industry representatives was voiced and heard by the U.S. EPA.

Separately, Dr. Ron Masters presented on two new Stepan products, **STEPOSOL® MET-10U** and **STEPOSOL® CITRI-MET**. **STEPOSOL® CITRI-MET** is a dilutable, fully formulated concentrated cleaning blend that enables

customers to create a wide array of products ranging from graffiti and adhesive removers to all-purpose cleaners, bug/tar removers, carpet spot cleaners, fabric pre-wash spot removers, marker remover, and even glass cleaners. A compelling live demonstration was performed showing how a 6.7% dilution of **STEPOSOL® CITRI-MET**, containing 96% water, is able to disintegrate permanent marker on plastic, steel, appliance panel, and floor laminate. This was presented as a new cleaning mechanism. Typically cleaning is facilitated either by dissolving the soil or by lifting it from the surface, but this new technology can de-colorize chromophores without bleach. Metal complex dyes, hemoglobin (blood) and grass stains all fall into this category of stain, and are able to be both decolorized and removed with this incredible new technology. For more information on **STEPOSOL® CITRI-MET**, go to [stepan.com/CITRIMET](http://stepan.com/CITRIMET).

## STEPAN ANTIMICROBIAL EUP REGISTRATIONS FOR COLD AND FLU SEASON

Cold and flu season is upon us! Help prevent the spread of the flu by incorporating a hard surface disinfectant into your cleaning arsenal:

EPA Registration No.	Formulation
1839-78 1839-79 1839-80 1839-81	NP 3.2 Detergent/Disinfectant NP 4.5 Detergent/Disinfectant NP 12.5 Detergent/Disinfectant NP 9.0 Detergent Disinfectant
1839-86 1839-155	BTC® 2125M 10% Solution BTC® 2125M 20% Solution
1839-94 1839-95 1839-96 1839-97	NP 3.2 (D&F) Detergent/Disinfectant NP 4.5 (D&F) Detergent/Disinfectant NP 9.0 (D&F) Detergent/Disinfectant NP 12.5 (D&F) Detergent/Disinfectant
1839-93	Powder Detergent/Disinfectant

EPA Registration No.	Formulation
1839-100	Veterinarian Type Disinfectant
1839-167 1839-166 1839-169 1839-168	BTC® 885 Neutral Disinfectant Cleaner-256 BTC® 885 Neutral Disinfectant Cleaner-128 BTC® 885 Neutral Disinfectant Cleaner-64 BTC® 885 Neutral Disinfectant Cleaner-32
1839-174	STEPAN® Towelette
1839-175	Solvent Free Detergent Disinfectant Pump Spray
1839-190	STEPAN® Disinfectant Wipe
1839-214 1839-215 1839-216	SC-NDC-256 SC-NDC-128 SC-NDC-64



INNOVATIVE CHEMICAL SOLUTIONS FOR A CLEANER, HEALTHIER, MORE ENERGY EFFICIENT WORLD.

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