

Outperform

R&D Innovation Center for Laundry & Home Care launched in Australia

A state-of-the-art Research and Development (R&D) Innovation Center for Henkel's Laundry & Home Care business unit is now in full operation in Sydney.

Dr. Marc-Steffen Schiedel, Head of Research and Development, Laundry & Home Care, Henkel Australia and New Zealand, was assigned from Germany to design, set-up and implement this new Innovation Center, making it the newest of six similar laboratories at Henkel locations across the world.

"After Henkel's acquisition of Colgate-Palmolive's entire range of laundry detergents and pre-wash brands I moved to Australia last August to establish the new Laundry & Home Care laboratory and team from scratch. It has been such an exciting time for me in the last few months. We now have a diverse, highly motivated team of six people who have worked hard together to launch our new Innovation Center."

Australia and New Zealand was seen as a region that required an Innovation Center because the consumer behaviour and laundry formulas used were unique to the rest of the world.

Marc-Steffen explained, "In Australia and New Zealand most consumers are washing at lower temperatures (20 degrees celsius) than the rest of the world and the powder products don't include a built-in bleach, which would be expected in the developed mature markets."

Each of the six Innovation Centers around the world have the same technical set-up including an imported water preparation plant from Europe and the same equipment to ensure comparable results across the various locations.

Key activities undertaken in the Innovation Center include formulation, processing and packaging developments for the local markets, conducting performance tests against regional and international standards, and regulatory affairs.



The new R&D Laundry & Home Care team (L to R): Philippa Read, Kirk Carabana, Marc-Steffen Schiedel, John O'Donnell, Bill Shore and Luan Nguyen.