

Industry News

"Case Study: Clariant Selects PCHi 2010 for Global Launch of Latest Product"

Swiss specialty chemicals giant Clariant Chemicals decided to globally launch a new product in Shanghai during PCHi 2010 (Personal Care & Homecare Ingredients) in March this year. In doing so, the company hoped to capture the show's international audiences while demonstrating its strong commitment to Asia, in particular to its Chinese customers. Though this was the company's first time exhibiting at PCHi, Clariant felt very confident about its decision, and has received excellent customer feedbacks during and after the show.

Gregor Keil, Head of Clariant's Consumer Care Business Segment, Asia Pacific, shared the company's thinking, "We visited PCHi 2008 and PCHi 2009 to gauge the market's reception and response before deciding that we had to participate this year. The event is now so well-known internationally throughout the personal care manufacturing industry that we knew we needed to be a part of it. With many of our customers now producing in China and regionally, the Asian markets are definitely a high priority for Clariant at the moment."

Clariant reported revenues of 6.6 billion Swiss Francs in 2009. With total staff strength of 17,500 distributed across 100 countries around the world, Clariant's head office is situated in Switzerland, while its Asian regional office is in Shanghai. The company's specialty chemicals are used in a variety of products ranging from leather to textiles, automobiles, and master batches. Clariant is also a major supplier of pigments and additives. In the consumer care (personal care and homecare) sector, the company markets to major global manufacturers of homecare, skincare, haircare, and more. In Asia, Clariant Consumer Care holds regional key accounts with leading brands in all the major markets - Japan, Korea and China.

Said Keil, "We wanted to broaden our industry presence specifically in China after the successful startup of our new production plant in Zhenjiang, China. PCHi offered us the opportunity of an industry-focused and effective marketing platform to showcase our best.

Clariant decided that it was important to invest in and show its strong commitment to its Asian customers and prospects at PCHi 2010. "This was our first time participating and we had a nice booth of 36 square meters to boast of, in a centralized location. We saw this event as a perfect opportunity to not just launch our new product, but also to show our presence as a localized international company with global expertise."

The new product highlighted at Clariant's inaugural PCHi participation was Velsan® SC, a preservative booster that assists the efficacy of preserving agents in a synergistic manner. Based completely on renewable raw materials, Clariant positions this sustainable solution under its EcoTain brand concept.

"PCHi is the first event for the industry every calendar year, so we decided it wasn't necessary to wait another month to launch Velsan® SC in Europe," Keil added. "And doing things differently from other companies has already helped us gain greater recognition amongst our Asian partners, so the strategy has indeed paid off."

Another 'first' for Clariant at PCHi 2010 was a presentation for the Conference Program's new Skincare theme by Ms. Helen Zhuang, Technical Manager Asia, titled 'A Well-Formulated Sunscreen for the Right Protection.' "Our participation in the new Skincare segment of the Conference has already yielded a number of positive responses from interested parties about our technology," said Keil. "Overall, we've now experienced first-hand that PCHi is truly a very professional show. It was an excellent forum to meet customers and prospects within the 3 days. We've observed steady improvements to this event over the past few years and are sure that it will just keep getting better."

Keil concluded, "We expect the domestic Personal Care market in China to continue its rapid growth in 2010, while the European and North American markets are facing a challenging year. Clariant is well positioned to tap into the growing domestic demand, especially with our new production site in Zhenjiang, China which successfully started in the second half of last year. And on that note, we look forward to returning to PCHi again in 2011 for newer, more refreshing experiences in Shenzhen."

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