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HCPA Recognizes Members of the Household and Commercial Products Industry for Accomplishments in Product Innovation and Sustainability

Washington D.C. – The Household & Commercial Products Association (HCPA) recently announced the winners of the [2019 Innovation Awards](#), which honors companies within the household and commercial products industry for accomplishments in product innovation and sustainability in five categories: Ingredients, Sustainability, Consumer Communication, Technology and Game-Changer.

“The household and commercial products industry continues to thrive and grow because of our member companies’ ongoing commitment to develop new and improved products,” said Steve Caldeira, President & CEO of HCPA. “HCPA is proud to work with companies that create products with consumers and sustainability in mind, and we are truly honored to recognize their achievements.”

HCPA would like to recognize and congratulate the following companies for their accomplishments in developing the next generation of products that encourages innovation and moves the industry forward.

RB won the Ingredients Innovation Award for their Veo Active-Probiotics Surface Cleaner. Submissions in this category were meant to highlight new ingredients, chemistries or formulations that are better for human health and the environment. Veo uses the cleaning power of probiotics in a hard surface cleaner to provide cleaning efficacy on household surfaces for up to three days. Probiotics are used to biodegrade dirt and grime on surfaces and in cracks and crevices for a deeper, longer-lasting clean. Veo is a new cleaning product sub-category that provides a new and effective way to clean.

Croda, Inc. won both the Sustainability and Game-Changer Innovation Awards for their bio-based ECO Range of ethoxylated surfactants and emulsifiers. Submissions in the Sustainability category were meant to highlight innovation in manufacturing processes, packaging, materials and other areas that reduce or limit a product’s impact on the environment. Submissions in the Game-Changer category were meant to highlight innovative practices, processes, or products that distinguish the nominated company from others in the household and commercial products industry. ECO Range products are made from ethylene oxide generated from biomass-derived ethanol in a North American plant. Using renewable raw materials to make ethoxylated surfactants and emulsifiers allows formulators to meet the increasingly strict eco-certification targets without sacrificing the efficacy of the product. Additionally, a bio-based ethylene oxide – rather than a petroleum-based ethylene oxide – reduces carbon dioxide emissions and reliance on fossil fuel feedback.

Clean Control Corporation won the Consumer Communication Innovation Award for The OdoShow. Submissions in this category were meant to highlight innovative communication, labeling, advertising and awareness campaigns

that engage and educate consumers about household and commercial products in new and creative ways. The OdoShow is a social media campaign that allows customers and fans of OdoBan brand products to connect and interact with employees of the company and cleaning experts through the commenting features on social media platforms. The OdoShow is broadcast live on Facebook, Instagram and YouTube, and the content from the live show is then used to create additional content for podcasts and infotainment videos. The OdoShow educates consumers on proper cleaning methods and safe product usage, and helps counteract chemophobia by providing approachable, down-to-earth, customer-driven interactions between consumers and a chemical company.

DS Containers won the Technology Innovation Award for their Drawn & Ironed (D&I) aluminum can production technology. Submissions in this category were meant to highlight technological developments, such as new software platforms, manufacturing equipment, delivery or dispensing methods, materials or similar technological deployments that create efficiencies in the manufacturing and sale of products. D&I uses 3104 aluminum coil stock, which delivers an average of 45 percent recycled content in the aluminum. Additionally, the D&I production line was designed around a modular layout that can create up to 1,200 cans per minute, which allows DS Containers to offer short lead times and low minimum order quantities to customers.

Nominations for the inaugural Innovation Awards were open to formulators, manufacturers and distributors of household and commercial products. A panel of expert judges ranked the nominated products in each category to determine the winner. Innovation Award winners will be recognized on December 8 at a ceremony during [XPAND2019](#), HCPA's Annual Meeting, in Fort Lauderdale, Florida.

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About HCPA

The Household & Commercial Products Association (HCPA) is the premier trade association representing companies that manufacture and sell \$180 billion annually of products used for cleaning, protecting, maintaining, and disinfecting homes and commercial environments. HCPA member companies employ 200,000 people in the U.S. whose work helps consumers and workers to create cleaner, healthier and more productive lives.