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## **HCPA Announces 2025 Innovation Award Winners**

*Seventh annual Innovation Awards recognize companies from the household and commercial products industry for accomplishments in product innovation and sustainability*

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Washington D.C. – The Household & Commercial Products Association (HCPA) recently announced the winners of the 2025 Innovation Awards, which honor companies in the household and commercial products industry for accomplishments in five product categories: Carbon Footprint, Circular Economy, End-User Communication, Ingredients, and Technology.

The Innovation Awards are presented in conjunction with HCPA's Annual Meeting in Fort Lauderdale, Florida. During the General Session, conference attendees voted to select the Association Award winner from among the five Innovation Award category winners.

“HCPA is proud to honor this year’s winners for their leadership in developing next-generation products that incorporate environmental stewardship, enhanced safety, and increased consumer engagement without compromising performance,” said Molly Blessing, Vice President, Sustainability & Product Stewardship. “HCPA’s Innovation Awards reflect not only the hard work of our member companies and partners, but also the Association’s commitment to supporting transformative solutions and advancing the household and commercial products industry. We congratulate our winners for their groundbreaking work and are excited to promote the breakthroughs that are shaping a more sustainable future.”

HCPA would like to congratulate the following companies for their accomplishments and leadership in driving the industry’s transition to a more environmentally and socially sustainable economy.

The **Carbon Footprint** Award is presented to a company whose innovation significantly reduces greenhouse gas emissions in the manufacturing, distribution, or use of household and commercial products. This year’s winner is **Borregaard**.

The **Circular Economy** Award highlights processes and practices, materials, packaging, or other relevant areas that extend the lifecycle of products, including how the end product is comparable to or better than non-circular alternatives and commercial viability. This year’s winner is **Dispersa**.

The **End-User Communication** Award recognizes how companies communicate with consumers through marketing strategies, educational campaigns, labeling improvements, or communication tools to enhance consumer understanding of products, their benefits, and how to use them more effectively or sustainably. This year’s winners are **Henkel Corporation** and **The Procter & Gamble Company**.

The **Ingredients** Award focuses on advancements in ingredient formulation, whether the use of safer, more sustainable materials or the development of novel ingredients that improve product performance and reduce overall risk to human health and the environment. This year's winner is **Microban**.

The **Technology** Award acknowledges new manufacturing technologies, digital tools, software platforms, delivery or dispensing methods, artificial intelligence, and data-driven approaches or materials that improve overall efficiencies in product development, manufacturing, processing, sale, and use of products. This year's winner is **DetraPel**.

The **Association** Award celebrates a company that has led exemplary advancements to promote best practices or address shared challenges in a way that benefits the broader industry. This year's winner is **Dispersa**.

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#### **About HCPA**

The Household & Commercial Products Association (HCPA) is the premier trade association representing companies that manufacture and sell \$227 billion annually of trusted and familiar products used for cleaning, protecting, maintaining, and disinfecting homes and commercial environments. HCPA member companies employ 308,000 people in the U.S. whose work helps consumers and workers to create cleaner, healthier, and more productive lives.