



Special Report (sample)

Laundry Care Solutions for the Futuristic Textiles

Confidential | 2023



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Report Overview

About this report:

- Several futuristic textile technologies are being developed with characteristics such as "smart", "intelligent", "functional" or "sustainable". These fabrics usually have specialty coatings, treatments or materials applied or the base fabric itself can be functional. With global trends such as IoT and wearables, demand for such fabrics is expected to rise significantly in the years to come.
- On the other hand, taking care of such fabrics would come with some unforeseen challenges. The key imperatives would be to maintain/enhance the intended functionalities, improve longevity and retain their aesthetic appeal. Therefore, while there is a distinct market opportunity for developing caring products for the futuristic textiles, it is also important to overcome the associated challenges.
- Neutral, mild and sustainable cleaning solutions are being studied as a potential care solution for such futuristic textiles. Non-ionic surfactants can play a key role in formulating such solutions.
- Aranca has released its special report on leading players active in developing sustainable and non-ionic fabric care solutions.

Relevant audience:

- ✓ Developers of ingredients (such as surfactants) used in the laundry care segment
- ✓ Established players willing to explore and acquire certain start-ups
- ✓ In general, laundry care product manufacturers looking at adopting and implementing futuristic and sustainable technologies

Customization:

Report contents can be customized based on user requirements. Accordingly, report coverage shall be reduced or expanded to the specific areas of interest.

Textile of the Future

Landscape of the Enabling Technologies

Functionality	Enabling Technologies	
COLOR-CHANGING	Light-driven color change (photo-chromic): Enabled by materials that respond to light by changing their color	
	 Heat-driven color change (thermo-chromic): Enabled by materials that respond to temperature by changing their color 	
	Electric charge-driven color change (electro-chromic): Enabled by materials that respond to electric charge by changing their color	
	Color change caused by chemical reaction or pH-change (chemo-chromic): Enabled by chemical reaction or pH change	
TEMPERATURE-CONTROL	Shape-memory-based: Enabled by materials that respond to heat by changing their shape/size	
	Phase-change-based: Enabled by materials that have melting point in the ambient temperature range	
	Electrical conductivity-enabled: Materials that respond can regulate temperature by conducting electric charge from an energy source	
ENERGY HARVESTING & STORAGE	Piezoelectricity-based: Enabled by materials that respond to pressure changes by generating electric potential	
	Electro-activity-based: Materials that respond to the electric potential by changing their shape	
	Shape-memory-based: Enabled by materials that respond to/ generate electric potential by/when changing their shape/size	
	Fiber-based thin battery-based: Battery systems that are thin and small enough to be woven as or inside textiles	
WELLNESS	Antimicrobial: Enabled by materials that deactivate or destroy harmful microbes such as bacteria, fungi or virus	
	Moisture-wicking: Enabled by materials that absorb sweat	
	Anti-odor: Active odor prevention uses materials that target the odor-causing germs whereas passive prevention shall work by releasing aroma	
OTHER	Sustainable: Enabled by naturally originated or other bio-based materials such as spider silk or plant-based materials	
	 Hydrophilic or hydrophobic: Materials that enable affinity or negativity towards water 	
	Integrated components: Textile that use a combination of components for achieving a functionality	

Textile of the Future

Textile industry is poised to witness penetration of "smart" technologies, driven by evolving smart technology landscape and their integration with textile manufacturing



Fabric Care of the Future

Conventional fabric care solutions need to be suitable with new materials and systems used in futuristic fabrics

Textiles of the Future		
BASE MATERIALS	Sustainable polymer fibers (spider silk, biopolymers, MFC, etc.)	
	 Metals (copper, aluminum, etc.) 	
	 Carbonaceous materials (CNT, Graphene, etc.) 	
	 Phase-change materials 	
	 Super-absorbent materials 	
	 Stimuli-response polymers (light, heat, pH, pressure, etc.) 	
	✤ Other	
COATINGS OR TREATMENTS	 Metal nano-particles (Ag, Cu, etc.) 	
	 Organic compounds 	
	 Inorganic compounds 	
	 Surface functionalization 	
	 Encapsulation 	
	 Sensors 	
INTEGRATED SYSTEMS	 Energy storage devices 	
	 Actuators 	
	 Lighting systems 	

Care Requirements

Conventional care (focus of this report)

- Sensitivity to pH
- Sensitivity to ions (specifically, cations or anions)
- Likelihood of short-circuiting
- Sensitivity to light/UV
- Moisture sensitivity

Non-conventional care

- Self-cleaning
- > UV treatment
- Specialized fabric care services
- Modular apparel constructs
- > Other

Report Highlights

Laundry Care Solutions for the Futuristic Textiles

Summary	
Companies covered	40
Products	50+
Surfactant types	Non-ionic, non-ionic with anionic
Application	Laundry care
Geographic focus	Global (focus on Europe and North America)



Non-ionic surfactants	
Fatty amine ethoxylates	Hydrogenated tallow amine ethoxylates
Fatty alcohol ethoxylates	C9-C11-ethoxylates
Alcohol ethoxylates / Propoxylates	 C8-C18 alcohol, ethoxylated / propoxylated C9-C11 alcohol, ethoxylated / propoxylated C12-C14 alcohol, ethoxylated / propoxylated
Alkyl Polyglycosides	C8-C10 Caprylyl/Decyl GlucosideC8-C16 Coco Glucoside
Castor oil ethoxylates	Castor oil ethoxylated
Fatty acid Alkanolamides	Cocamide DEACocamide MEACocamide MIPA
Alkyl polyglucosamides	



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Company and Product Profile

Sadosan: Provider of natural, sustainable and gentle cleaning solutions

Company details	
Company name	Sadosan
HQ	Germany
Geographical presence	Europe

About

Sadosan uses as many certified organic raw materials as possible, such as olive oil, sunflower oil, coconut oil and essential oils. Approximately 50% of its raw materials come from certified organic sources.

Its products are claimed to be free from synthetic fragrances, dyes and preservatives, petrochemical and semi-petrochemical surfactants, optical brighteners, petrochemical bleach activators and microplastics. It also offers zero-fragrance products.

Product details	
Product name	Sodasan Colour Laundry Liquid
Form	Liquid
Туре	B2C
Application	Laundry
0	Aqua, Potassium Soap,
Composition	Alkylpolyglucoside, D- glucopyranose, etc.
Nonionic surfactant	Alkylpolyglucoside
Unit Price (€)	7.0 per ltr



Patents	
EP3103859B1	Phosphate-free and phosphonate-free dishwasher detergent
Assignee	Sodasan Wasch- und Reinigungsmittel GmbH
Status	Granted and Active



Ecosystem Assessment

Sadosan is one of the leading sustainable cleaning solution providers in laundry care domain



THE CLEAN WAY TO CLEAN





BUSINESS RESEARCH & ADVISORY



INVESTMENT RESEARCH & ANALYTICS



VALUATION ADVISORY



TECHNOLOGY INTELLIGENCE

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