

**BATTELLE WORLD DETERGENT PROGRAM  
PROPOSED PRODUCT SELECTION 2010**

**EUROPE**

**AUTOMATIC DISHWASHING TABLETS**

ADWT	AKUTA Komplett 40 Tabs für Spülmaschinen (Average) -Dalli -Germany
ADWT	ECO KLOK Pastilles Lave -Vaisselle Tout en 1 -Dalli Benelux -Belgium
ADWT	SOMAT 9 Geruchsneutralisierer Extra Troken Effekt (3p) -Henkel -Germany
ADWT	SUN Touten 1 ExtraPower Hydrofilm (2p) -Lever -France
ADWT	SUN All -1 Green Power Hydrofilm (2p) -Lever -Switzerland
ADWT	GREEN FORCE 5 -in -1 Dishwasher Tablet -McBride -UK
ADWT	HANDYMATIC Supreme All in One (Average -3p) -MIFA -Switzerland
ADWT	CALGONIT Finish Powerball Quantum (3p) -Reckitt Benckiser -Germany
ADWT	FINISH Powerball Tutto in 1 (3p) -Reckitt Benckiser -Italy
ADWT	TESCO Naturally Sparkling Dishwasher tablets -Tesco -UK

**DISHWASHING LIQUID**

DWL	CARREFOUR Duo de Parfums LiquideVaisselleThéVert etAloeVera -Carrefour -France
DWL	PALMOLIVE Original -C -P -Germany
DWL	PRIL Kraft -Gel Fett -Weg Formel -Henkel -Germany
DWL	TERRA Aktiv mit Bio -Aktivatoren -Henkel -Germany
DWL	SVELTO Aceto Piu Asione Anti Ocore -Lever -Italy
DWL	SOLE Piatte Supersgrassante Formula Potenziata -Reckitt Benckiser -Italy
DWL	BOSQUE VERDE Lavavajillas Concentrado Aloe Vera -Persan -Spain
DWL	MANELLA Waterfall Avec parfum rafraîchissant -MIFA -Switzerland
DWL	TBA -Aldi -Germany
DWL	FAIRY Liquid -P&G -UK
DWL	TESCO Naturally Effective Lemon Washing Up Liquid -Tesco -UK

**HEAVY DUTY DETERGENT TABLET**

HDDT	ARIEL (Average) -P&G -Germany
HDDT	FAIRY Non Bio Tablets -P&G -UK
HDDT	SKIP Aloe Vera Tablettes -Lever -France
HDDT	TANDIL Tabs Oxi Sauerstoff -Aktiv (Average) -Dalli -Germany
HDDT	TESCO naturally bio washing tablets -Tesco -UK

**HEAVY DUTY LIQUID CONCENTRATED**

HDLC	ARIEL Concentre -P&G -France
HDLC	ARIEL Excel Gel -P&G -Germany
HDLC	ARIEL Poder concentrado 3x Conc. -P&G -Spain
HDLC	FAIRY Non Bio pure soft -P&G -UK
HDLC	ARIEL Excel gel biological cold water (new) -P&G -UK
HDLC	SKIP pequeno & poderoso 3x concentrado -Lever -Spain
HDLC	PERSIL small & mighty colour 2x concentrated liquid -Lever -UK
HDLC	SURF small & mighty tropical bio 2x concentrated liquid -Lever -UK
HDLC	PERSIL Gold Universal Gel -Henkel -Germany
HDLC	WIPP Express Gel Super concentrated 3X -Henkel -Spain
HDLC	Persil Color Gel -Henkel -Germany
HDLC	Persil Actic Power Konzentrat -Henkel -Germany

HDLC Terra Activ Color -Henkel -Germany  
 HDLC Carrefour Lessive concentrée Action garantie contre les Taches -Carrefour - France  
 HDLC TANDIL Ultra -Plus Premium Qualität -Dalli -Germany  
 HDLC SSELUNGA Lavatrice Liquido Marsiglia -McBride -Italy  
 HDLC BOSQUE VERDE 3 veces concentrado Jabon natural de marsella -Persan - Spain  
 HDLC ECO Klok -Dalli de klok -Belgium  
 HDLC UNA lessive liquide -Aldi -France  
 HDLC TESCO bio -Tesco -UK

**HEAVY DUTY LIQUID REGULAR**

HDLR ARIEL Actif à froid Pureté et Economies -P&G -France  
 HDLR DASH con Salva Colore -P&G -Italy  
 HDLR ARIEL Hydractiv -P&G -Poland  
 HDLR ARIEL Basico -P&G -Spain  
 HDLR ARIEL Sensazione -P&G -Spain  
 HDLR SKIP Active Clean -Lever -France  
 HDLR LE CHAT Expert -Henkel -France  
 HDLR AVA Pulito profondo -Reckitt Benckiser -Italy  
 HDLR LESSIVE Carrefour Lessive -Carrefour -Spain  
 HDLR FORMIL Ultra Plus -LIDL -Germany  
 HDLR OMINO BIANCO -Manitoba -Italy  
 HDLR Wash me hipoalergenico -Eroski -Spain  
 HDLR BOSQUE VERDE Cold water -Persan -Spain  
 HDLR TESCO naturally kind liquid detergent -Tesco -UK  
 HDLR Grüne Linie Vollwaschmittel (dosage 75ml) -Propack -Germany

**HEAVY DUTY POWDER COMPACT**

HDPC ARIEL Compact Color & Style -P&G -Germany  
 HDPC ARIEL Compat Pure Reinheit & Sparen -P&G -Germany  
 HDPC SPEE Megaperls Apfelrische -Henkel -Germany  
 HDPC PERSIL Universal Megaperls Gold -Henkel -Germany  
 HDPC PERSIL Power Perls Freshness by Silan -Henkel -Poland  
 HDPC TBA -Private Lab -Sweden  
 HDPC UNA Komplet ultra plus -Dalli -Werke -Denmark  
 HDPC TANDIL Ultra -Plus Oxi Sauerstoff -Aktiv -PROPACK -Germany

**HEAVY DUTY POWDER REGULAR**

HDPR ARIEL Platinum -P&G -Czech Republic  
 HDPR ARIEL Actif à froid Pureté et Economies -P&G -France  
 HDPR MEISTER PROPER -P&G -Germany  
 HDPR ARIEL Neue Formel -P&G -Germany  
 HDPR DASH Più bianco non si può -P&G -Italy  
 HDPR ARIEL Automat Compact M -ZIM 5 Championship Edition -P&G -Poland  
 HDPR VIZIR Absolute do biatego alpine fresh -P&G -Poland  
 HDPR ARIEL Manual Mountain Spring M -Zim 6 (in house) -P&G -Romania  
 HDPR ARIEL Color & Style (in house) -P&G -Russia  
 HDPR ARIEL es blancura -P&G -Spain  
 HDPR ARIEL Konsantre Prozim -P&G -Turkey  
 HDPR ARIEL Sensitive with Non -Biological Action -P&G -UK



HDPR	DAZ Brilliant with Biological Action -P&G -UK
HDPR	ARIEL Colour & Style Pure Colours & Savings -P&G -UK
HDPR	SKIP Active Clean main & machine -Lever -France
HDPR	SUNIL mit Oxy -kraft -Lever -Germany
HDPR	SURF Dero Automat (in house) -Lever -Romania
HDPR	OMO matik Active Fresh -Lever -Turkey
HDPR	PERSIL Biological Powder -Lever -UK
HDPR	PERSIL Gold -Henkel -Czech Republic
HDPR	SPEE Vollwaschmittel -Henkel -Germany
HDPR	PERSIL Universal - Pulver Gold -Henkel -Germany
HDPR	DIXAN Campione contro le macchie Azione a freddo -Henkel -Italy
HDPR	LOSK Color Automat (in house) -Henkel -Russia
HDPR	WIPP Express -Henkel -Spain
HDPR	PERSIL Gold -Henkel -Turkey
HDPR	SOLE Bianco Solare con Bicarbonato -Reckitt Benckiser -Italy
HDPR	COLON 101 Manchas Siente la blancura Impecable! -Reckitt Benckiser -Spain
HDPR	From NVZ -Private Lab -Sweden
HDPR	LESSIVE POUUDRE Fraîcheur Pure à l'oxygène actif -Auchan -France
HDPR	LESSIVE POUUDRE CARREFOUR à l'oxygène actif -Carrefour -France
HDPR	TANDIL Vollwaschmittel mit Weisskraft -Verstärker -Dalli -Germany
HDPR	ESSELUNGA Detersivo Lavatrice -Esselunga -Italy
HDPR	Polvere Lavatrice Freschezza Classica COOP con Ossigeno Attivo -COOP -Italy
HDPR	E AUTOMAT + Oxy Granulki -Cussons -Poland
HDPR	AISTENOK (in house) -Aucm -Russia
HDPR	BIMAX Color Automat (in house) -Nefco -Russia
HDPR	BOSQUE VERDE Detergente Lavadora con Oxigeno activo -Persan -Spain
HDPR	TESCO Naturally bio washing powder -Tesco -UK

#### **HARD SURFACE CLEANER LIQUID**

HSCL	TERRA Aktiv Universal Cleaner -Henkel -Germany
HSCL	ANTIKAL Plus hygiene multi kraft -P&G -Germany

#### **LIGHT DUTY LIQUID**

LDL	ALDI FINE FABRIC -Aldi -Germany
LDL	CORAL Wool & Silk Balsam -Lever -Germany
LDL	LIP WOOLITE Classic Detersivo per lana e capi delicati -Reckitt Benckiser -Italy

#### **LIGHT DUTY POWDERS**

LDP	ANCO Feinwaschmittel Compact für Feines und Buntes -Dalli -Germany
LDP	PERWOLL Wolle & Seide Rundum -Pflege -Henkel -Germany
LDP	Woolite -Reckitt Benckiser -Belgium

#### **TOILET BOWL CLEANER**

TBC	HARPIC 3 -in -1 Aquamarine (in house) -Reckitt Benckiser -UK
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### **NORTH AMERICA**

#### **AUTOMATIC DISHWASHING GEL**

ADWG	CASCADE Complete with Shine Shield -P&G
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**AUTOMATIC DISHWASHING POWDER**

ADWP CASCADE w/Grease Fighting of Dawn Lemon w/Shine Shield -P&G  
 ADWP TBA -Sun Products  
 ADWP ELECTRASOL Powder Lemon Deep Cleaning Power (PO4 Free) -Reckitt Benckiser

**AUTOMATIC DISHWASHING TABLET**

ADWT CASCADE (PO4 Free) Complete All in 1 -P&G  
 ADWT ELECTRASOL (PO4 Free) Dual Action Tabs Fresh Lemon Scent (Average) - Reckitt Benckiser

**DISHWASHING LIQUID**

DWL DAWN Ultra Concentrated Antibacterial Apple Blossom -P&G  
 DWL IVORY Ultra Conc Dishwashing Liquid Classic Scent -P&G  
 DWL JOY Ultra Concentrated Dishwashing Liquid Lemon -P&G  
 DWL PALMOLIVE Ultra Original Scent Concentrated Dish Liquid -C -P  
 DWL GREEN WORKS Natural Dishwashing Liquid -Clorox  
 DWL Method Ultra Concentrated dishwashing liquid cucumber -Method Products Inc.  
 DWL GREAT VALUE Ultra Concentrated Dish Liquid -Walmart

**FABRIC SOFTENING LIQUID**

FSL DOWNY Ultra Concentrated April Fresh Fabric Softener -P&G

**HEAVY DUTY LIQUID CONCENTRATED**

HDLC TIDE 2X Ultra Concentrated Clean Breeze -P&G  
 HDLC TIDE 2X Conc Simple Pleasures Vanilla & Lavendar -P&G  
 HDLC TIDE 2X Ultra Free Sensitive Skin -P&G  
 HDLC TIDE 2X Ultra h.e. for Front Loaders -P&G  
 HDLC TIDE 2X Ultra Concentrated Original Scent -P&G  
 HDLC TIDE 2X Ultra for Coldwater Mountain Spring -P&G  
 HDLC TIDE 2X Ultra w/Bleach Alternat Color Safe Clean Breeze -P&G  
 HDLC TIDE Total Care Renewing Rain -P&G  
 HDLC ERA 2X Ultra Conc. Active Stainfighter Formula -P&G  
 HDLC CHEER 2X Ultra Conc. Free & Gentle -P&G  
 HDLC GAIN 2X Ultra h.e. for Front Loaders Original Fresh -P&G  
 HDLC GAIN Original 2X -P&G  
 HDLC SEVENTH GENERATION 2X Ultra Concentrated free & clear -Seventh Generation  
 HDLC ARM & HAMMER 2X Powerfully Clean Naturally Fresh Clean Burst -C&D  
 HDLC ARM & HAMMER Essentials Power Gel -C&D  
 HDLC PUREX 2X UltraConcentrate Mountain Breeze -Henkel  
 HDLC PUREX 2X Ultra Concentrate HE After the Rain -Henkel  
 HDLC SUN Burst 2X Double Conc. Clean & Fresh -Sun Products  
 HDLC All Small & Mighty 3x Conc High Efficiency Fresh Rain -Lever/Sun  
 HDLC WISK 3X Conc Multi -Action H.E. Low Sudsing Formula -Lever/Sun  
 HDLC WISK 3X Conc. Multi -Action Stain Dissolving Power -Lever/Sun  
 HDLC ALL 2X Ultra with Stainlifters -Lever/Sun  
 HDLC Method Smart Clean Tech -Method Products Inc.  
 HDLC FAB 2X Conc. Spring Magic -Phoenix Brands  
 HDLC Green Works -Clorox  
 HDLC GREAT VALUE Ultra Fresh Scent Trucolor -Walmart



HDLC XTRA 2X Conc. Sparkling Fresh with Color -safe Bleach -C&D

**HEAVY DUTY POWDER COMPACT**

HDPC TIDE h.e. -P&G  
 HDPC TIDE Original Scent -P&G  
 HDPC CHEER Colorguard Original Clothing Care Expert -P&G  
 HDPC GAIN Original Fresh -P&G  
 HDPC SURF Sparkling Ocean w/All Stainlifters Active Cleaning -Sun Products  
 HDPC PUREX Classic Plus Renuzit Mountain Breeze -Dial  
 HDPC ARM & HAMMER Powerfully Clean Naturally Fresh Clean Burst -C&D  
 HDPC SUN Classic with Color Safe Bleach Mountain Fresh -Huish  
 HDPC GREAT VALUE Ultra Everyday Elegance -Walmart

**HARD SURFACE CLEANER LIQUID**

HSCL Mr. CLEAN Multi -Surfaces Antibacterial Summer Citrus -P&G  
 HSCL FANTASTIK All Purpose Heavy Duty Cleaner Anitbacterial -SC Johnson  
 HSCL GREEN WORKS Natural Dilutable Cleaner Original Scent -Clorox  
 HSCL LYSOL Disinfectant Antibact. Kitchen CleanerCitrusScent -Reckitt Benckiser

**LIGHT DUTY LIQUID**

LDL WOOLITE -R -B  
 LDL DREFT 2X Ultra -P&G  
 LDL IVORY SNOW -P&G

**PRE -TREATMENT PRODUCTS**

PRT OXI CLEAN Laundry Stain Remover -C&D  
 PRT SHOUT Triple Acting Laundry Stain Remover -SC Johnson  
 PRT Pre -Spot Zout -Henkel

**ASIA & PACIFIC**

**AUSTRALIA**

HDPC COLD POWER Advanced Concentrate with Triple Enzyme -C -P  
 HDPC RADIANT Power Concentrate with Active Enzyme Cleaning -Cussons  
 HDLC OMO High Performance small & mighty 3Xconcentrate -Lever

**CHINA**

HDPC OMO Red -Lever  
 HDPC Quizba -Liby  
 HDPC Liby Chaojie P -Liby  
 HDPC Keon Coldwater -Nafine  
 HDPC DIAO Soap Powder -Nice  
 HDPC Diao Chaobai -Nice  
 HDPC ARIEL Bilang Natural Fresh -P&G  
 HDPC WHITECAT (most recent version) -White Cat  
 HDLC BLUE MOON Deep Cleaning Color protection -Blue Moon  
 HDLR QUZIBA COLLAR CLEAN -Liby  
 HDLR OMO -Unilever

**INDIA**



HDPC SURF Excel Matic Top Load -Lever  
HDPC RIN Matic -Lever  
HDPC ACTIVE WHEEL Gold -Lever  
HDPC NIRMA Shakti -Nirma Limited  
HDPC MR2 Premium Detergent (Double Dog) -Rohit Surfactants  
HDPC GHARI (in house) -Rohit Surfactants  
HDL EZEE Winter Wash -Godrej Consumer Products Ltd.

#### **INDONESIA**

SB EKSTRA AKTIF Extra Wangi Detergent Batangan Baru -Wings  
HDPC SURF Baru Putih Cemerlang Wangi -Lever  
HDPC Bukrim 5000 -Total Chemindo  
HDPC DAIA Lemon Baru -Wings  
HDLC WINGS Biru Dahsyat Untuk Semua Sabun Krim -Wings

#### **JAPAN**

HDPC NEW BEADS -KAO  
HDPC BLUE DIA -LION Corp.  
HDPC TOP -LION Corp.  
HDLC ATTACK Biogel -KAO  
HDLC TOP -LION Corp.  
HDLC ARIEL -P&G  
ADWP FINISH Powder -Reckitt Benckiser

#### **MALAYSIA**

HDPC FAB Colour Turbo -Clean Formula Baru! -P&G  
HDPC All New TOP Super Colour Easy Clean Formula -LION Corp.

#### **PHILIPPINES**

SB Mr. CLEAN 3 -in -1 Sampaguita Fresh Bilis Linis, Bula -P&G  
SB CHAMPION Pure PowerCare with Fabric Conditioner -Peerless  
HDPR ARIEL OxyBleach Ultramatic Taba Sachet -P&G

#### **SOUTH KOREA**

HDPR SPARK Laundry Detergent with High Performance -Aekyung  
HDPC BEAT long last fragrance -LION Corp.  
HDLC April Wind Pink Magnolia -LG Tech  
HDLC ACTZ -Pigeon  
PERSIL -Henkel  
STAIN PUNCH -LG  
O2 ACTION -RB

#### **LATIN AMERICA**

##### **ARGENTINA**

HDPR ENZIMAX Frescura Andina Baja Espuma -Dial  
HDPR SKIP Intelligent Glycerine Complex -Lever  
HDLC SKIP intense 3x concentrado con glicerina concentrada -Lever  
HDPR ALA Matic con Perlas Revitalizadoras -Lever  
HDPR ARIEL OxiAzulMAX con un toque de suavizante -P&G  
HDPR ACE Miniespuma Blancura Fresca -P&G



**BRAZIL**

DWL YPE Neutro Rende Mais -Quimica Amparo  
DWL LIMPOL com Glicerina Limao -Bombril  
HDLC ARIEL Liquido Max -P&G  
HDPR YPE Muito maiz limpeza Premium Ecologico -Quimica Amparo  
HDPR ACE Solucao Anil Viva os Brancos Perfeitos de Ace -P&G  
HDPR ARIEL OxiAzulMAX -P&G  
HDPR BRILHANTE AutoConfianca Alvejante Seguro -Lever  
HDPR OMO Multiacao Lava Roupas -Lever

**CHILE**

DWL QUIX concentrado Hidratacion Activa con Aloe Vera -Lever  
HDPR ARIEL OxiAzulMax Matic -P&G  
HDPR OMO Matic multiaccion Limpieza Activa Poder de Sol -Lever  
HDPR DRIVE Progress con Granulos de Silicona -Lever  
HDLR DRIVE -Lever

**COLOMBIA**

HDPR FAB Total Paraiso Floral -C -P  
HDPR TOP Milenio Limon Fresco -Dersa  
HDPR ARIEL OxiAzulMax Nueva Formula -P&G

**GUATEMALA**

HDPR ACE de Fab Blancos Irresistibles -P&G  
HDPR RENDIDOR Campeon contra las manchas -Henkel  
HDPR UNOX con Formula de Disolucion Rapida -Unilever  
HDPR AMBAR jabon en polvo -La Popular

**MEXICO**

HDPR LIRIO Con Aloe Vera Detergente Biologico -Sanchez Y Martin  
HDPR ARIEL OxiAzulMAX Bajaespuma -P&G  
HDPR ROMA Detergente Biodegradable Economico Y Rendidor -La Corona  
HDPR FOCA Detergente biologico biodegradable -La Corona  
HDPR 1 -2 -3 Escencia de Flores -HENKEL  
HDLR ARIEL OxiAzul -P&G  
HDLC FOCA detergente liquido para ropa Biologico -La Corona  
HDLC MAS COLOR Maxima fijacion de color -HENKEL

**PERU**

HDPR BOLIVAR Poder Activ -Alicorp  
HDPR ACE Naturals -P&G  
HDPR SAPOLIO Ultra Limpieza Biologica - Limon -Intradevco Industrial

**VENEZUELA**

HDPR LAS LLAVES POWDER -Mavesa  
HDPR FAB Total Fresca Manzana -C -P  
HDPR ARIEL OxiAzul Pureza Silvestre -P&G

HDPR/L -QUEREBIN -Private Label



