

Appleton: P & G Partner

Appleton has signed a supply agreement with Procter & Gamble to provide micro-encapsulated specialty chemicals. Appleton's initial project with P&G involves micro-encapsulating the fragrance for Downy liquid fabric softener. This is Appleton's first technical development partnership with P&G and includes a multiyear collaboration to co-develop innovative applications for Appleton's micro-encapsulation and chemical formulation capabilities. "Our work with Procter & Gamble leverages our extensive knowledge of micro-encapsulation technology and our ability to apply that expertise to develop product solutions with customer-specified properties," said Kent Willetts, vice president of marketing and strategy for Appleton, which is headquartered in Appleton, WI. Micro-encapsulation is the process in which solid, liquid, or gaseous core materials are encased in tiny shells or capsules that are one micron to several hundred microns in diameter. Among the many benefits of micro-encapsulation is the controlled release of the core material when the capsule wall is ruptured by mechanical pressure or friction.

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