Novelty in ideas and marketing seems to be the major subject matter of the Indian soap industry. The soaps, detergent and acid slurry product industry are vivacious, varied, creative and tricky, and have the prospective to provide a gratifying career. Soaps and detergents are used frequently in our daily life. We use them to wash our hands and clean our clothes without ever really paying attention to how they work. Beneath the plain white surface of a bar of soap lie an intriguing history and a powerful chemistry. It has been said that amount of soap and detergent consumed in a country is a reliable measure of its civilizations. There was a time when these products were luxury; now it is a necessity. Acid slurry is a sulphonation product made by sulphonation of linear alkyl benzene by oleum or so3 or sulphuric acid or combinations of above. It is used in manufacturing of various detergents. The Soap and Detergent industry is profoundly lucrative with splendid market potential as well as bright future scope. In order to meet the requirement of market demand, many more new units are recommended to be established on small and cottage scale. Soaps and detergents are very similar in their chemical properties. However, there is a significant difference between them; soaps are produced from natural products, and detergents are synthetic, or manmade. The market is expected to grow at rates ranging from under 4% to around 4.5%. These are very modest rates considering that the lifestyles not only of urbanites, but even of well off rural folks are changing at a very high pace. The analysts are expecting the industry to continue to grow in both the industrialized as well as developing nations. The present book has been written keeping in view the basic difficulties of the entrepreneurs. Nominal investment is required for this industry which comprises simple method of processing for manufacturing of various types of soaps, detergents and acid slurry. The book contains chapters on: acid slurry, detergent manufacturing, detergents of various types, principal groups of synthetic detergents, inorganic components of detergents, synthesis of detergents, liquid detergents, packaging of soaps and detergent and many more such chapters. The enclosure also contains a list of suppliers of raw material (overseas) and list of plant and machinery suppliers (overseas). Fundamental information in venturing a market and the opportunity and prerequisite of the potential sector has been the superlative way to make a way into a market. How and what if correctly taken care can take you to a long way. The first hand information on different types of soaps, detergent and acid slurry products have been properly dealt in the book and can be very useful for those looking for entrepreneurship opportunity in the said industry.
Contents

1. ACID SLURRY
   Chemical Name of Acid Slurry
   Difference Between Soft and Hard Slurry
   Sulphonation of Dodecyl Benzene or Preparation of Acid Slurry
   Plant & Machineries Details for Manufacturing Acid Slurry
   Raw Materials for Acid Slurry
   Process of Manufacture
   Manufacturing Steps of Acid Slurry
   The Main Advantages Using Oleum
   Precautionary Measures for Handling Sulphuric acid and Oleum
   Raw Material Requirements
   Market Potential
   Alpha Olefins
   Process of Manufacturing Alpha Olefins
   Reactions

2. DETERGENT MANUFACTURING (Comm. Grade)
   Other Additives
   Procedural details of manufacturing 'Commercial' Detergent Powders

3. DETERTENTS OF VARIOUS TYPES
   Detergent Powder
   Metal Cleaners
   Liquid Detergents
   Detergent (Nirma Type)
   Detergent Cake

4. PRINCIPAL GROUPS OF SYNTHETIC DETERGENTS
   Classification
   Anionic Detergents
   Cationic Detergents
   Non-ionic Detergents
   Amphoteric and Zwitterionics
   Biodegradability

5. INORGANIC COMPONENTS OF DETERGENTS
   Builders and Other Additives
   Phosphates
   Silicates
   Zeolites
   Carbonates
   Oxygen-releasing Compounds
   Sundry Inorganic Builders

6. SYNTHESIS OF DETERGENTS
   Raw Materials for Anionic Synthetic Detergents
   Alkyl Benzene
   Methyl Esters
   Sulphonation of Detergent Raw Materials
   Sulphonation with SO3
   Sulphonation Processes
   Non-ionic Detergents
   Cationic Detergents
   Amphoteric Detergents

7. MANUFACTURE OF FINISHED DETERGENTS
Powders
Liquid Detergents
Paste Detergents
Solid Detergents
Fabric Softners
Abrasive Cleaners
8. APPLICATION AND FORMULATION
OF DETERGENTS
Foam
Household Cleaning
Hard Surface Cleaners
Solvent Detergent
Carpet and Upholstery Cleaners
Textile Dressing
Food and Dairy Industries
Detergent Sanitizers
Metal Cleaners
Miscellaneous Cleaners
9. TECHNOLOGY OF MANUFACTURING
SYNTHETIC DETERGENTS
Introduction
Performance Criteria
Formulation Requirements
Approach to Product Formulation
Production of Detergent Active
Sulphonation
Additives to Detergent Actives
Production of Detergent Powder by Dry Mixing
Machine-mixing
Production of Detergent Bars
Liquid Detergents
10. MANUFACTURE OF DETERGENT PRODUCTS
Health and Safety Factors
Production Procedure
Derivation of Linear Alkyl Benzene (LAB)
Derivation of Fatty Alcohols
Process Based on Natural Fats
Process based on Ethylene Source
Sulphonation of Lab with 98 percent Sulphuric Acid
Detergent Powder Prepared Without using Spray Dryer
(High Bulk Density)
11. LIQUID DETERGENTS
Requisites of Surfactants for Formulating Liquid Detergents
Surfactants Most Commonly Used
Builders
Viscosity Controllers
Other Ingredients
Household Liquid Detergents for Laundering
Typical Formulations
A Recommended Formulation
12. PACKAGING OF SOAPS AND DETERGENTS
Introduction
Packaging Material Specifications
13. RAW MATERIALS (OILS AND FATS)

Classification of Fats/Oils
Some of the Most Useful, Fats and Oils
Purification of Soap Fats
Non Fatty Raw Materials for Soap
Other Additives (Foam Producers)

14. MANUFACTURING PROCESS AND FORMULATIONS OF VARIOUS SOAPS

(A) Washing Soaps
(B) Nerol Washing Soap
(C) Toilet Soaps
(D) Carbolic Soaps
(E) Shaving Soaps
(F) Special Soaps
(G) Vaseline Soap
(H) Liquid Soap
(I) Girt Soaps
(J) Depilatory Soaps
(K) Metallic Soaps in Protective Coating Industry
(L) Liquid Dental Soap
(M) Medicated Soap

15. TECHNOLOGY OF SOAP MANUFACTURING

Manufacturing Soap
Glycerine Recovery
Production of Laundry and Toilet Soaps
Production of Filled Soaps on the Mazzoni Technology
Process Control
Other Soaps

16. TECHNOLOGY OF SOAP MANUFACTURING

Health and Safety Factors
Classification of Soap Products
Methods of Manufacture
Various Finishing Methods
Production
Washing bar/cake soap from neat soap
Semi-boiling process and cold-made process
Production of washing bar/cake soap by semi-boiling/ cold-made process
Toilet soap
Medicated Soaps
Castile Soap by Boiling Process
Various Industrial Soaps
Laundry Washing Aids
More Laundry Wash Mixtures
Shaving Soaps
Shaving Cream
Liquid Soaps/Shampoos
Shampoos
Soap Shampoos
Shampoos Based on Synthetic Surfactants

General formulations

17. SOAP MAKING BY CONTINUOUS PROCESS
(Quicker Methods)

Method of Continuous Saponification of Fats by Alkali Solution.
Continuous Neutralization Process
Continuous neutralization Process Using Fatty Acids Instead of Fats
Batch Methods of Splitting Fats in to fatty Acids and Glycerol
Purification of Fatty Acids

18. CLEANSING MECHANISM

Characteristics of Soap
Saponification of Fats - The Basic Chemical Reaction Making Soap

19. DIRECTORY SECTION

List of Suppliers of Raw Material (Indigenous)
List of Plant and Machinery suppliers (Indigenous)
List of Suppliers of Raw Material (Overseas)
List of Plant and Machinery suppliers (Overseas)

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