



SURFACTANT DEVELOPMENTS NEWSLETTER

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In the diverse field of surfactants, seemingly distant events often come to challenge us. Global producers, unique economics, and new technology drive developments today. In 2003, after Colin A. Houston & Associates' (CAHA's) well-received multiclient report, *Surfactant Developments - Forecast to 2010*, CAHA began an on-going analysis of issues and trends that affect surfactants in newsletter form.

CAHA is uniquely positioned to track and interpret these developments. CAHA gathers surfactant market news from scores of published sources on a regular basis, and maintains an ongoing dialogue with market participants. And CAHA has over thirty years of experience in analyzing and forecasting the impact of surfactant market developments.

Surfactant Developments Quarterly Report keeps surfactant producers informed of key news and developments occurring in their market in a form that is both concise and thorough. It is designed to help subscribers make efficient use of their time while gaining useful knowledge of specific developments and enlarging their understanding of the major issues shaping the market.

Surfactant Developments Provides:

- * **News about companies and their activities**, including M&A, alliances, restructuring, new products and technologies, new markets targeted, capacity changes, etc. Analysis of major news items provides insights and perspective.
- * **Surfactant market news** involving end use developments and growth areas, new technology, new market segments, customers, etc. It reports on end uses, focusing on household detergents and the personal care markets
- * **Analysis of trends and developments** involving materials, technology, feedstock and product pricing, environmental issues, new strategic approaches, etc. It discusses the current and likely future impact of these developments on the market and on specific companies.

- * **Feature articles** that examine companies, markets and topics in depth, focusing specifically on surfactants. The Year End Review is a “mini-study” evaluating and quantifying surfactant consumption developments regionally.
- * **Prices** - A regular round-up of the latest surfactant price developments.

The calendars from 2007 through 2010 are as follows:

SURFACTANT DEVELOPMENTS NEWSLETTER QUARTERLY REPORT CALENDAR, 2007-2010			
Year	Issues and Developments	In-depth Profiles	Regional Coverage
2010	Surfactant Opportunities for 2010	Clariant	
	Environmentally Advantaged Surfactants		China
	Feedstock Review		Central & West Europe
	Year End Review	Huntsman	
2009	Ethoxylator Business Model	Air Products/Tomah	
	Surfactant Pricing Economics		North America
	Feedstock Review		Latin America
	Year End Review	Dow	
2008	Oleochemical Review	Stepan	
	Surfactant Producer Review		Europe
	Feedstock Review		North Asia
	Year End Review	Sasol	
2007	Value Chain Review	Shell	
	Supply Realignment & MES Update		North America
	Feedstock Review		Latin America
	Year End Review	Cognis	

Subscription Details:

The cost for a one-year subscription (four quarterly issues; January-December only) to *Surfactant Developments Newsletter* is \$7,700. The issues are available electronically via the internet. If you would like to subscribe to this report, kindly fill out the subscription form [here](#) and return it to our office. We can then issue an invoice for full payment if requested. Upon receipt of payment, we will send via the internet, your company’s username and password.