

DuPont and Procter & Gamble Partner to Bring Cellulosic Ethanol into Tide® Cold Water Laundry Detergent

10.6.14

- *Industry leaders take next step in sustainable innovation by using agricultural waste renewable biomass in scalable detergent formulation – an industry first*
- *This will reduce environmental impacts across the supply chain by moving from corn based to cellulosic ethanol made from harvest by-products (less greenhouse gas emission vs. petroleum or corn based ethanol).*
- *A key ingredient of Tide® will be made from a more sustainable resource. Another step in making your detergent more sustainable but still keeping the Tide® performance you like.*

Montreux, Switzerland, October 6, 2014 – DuPont and Procter & Gamble, global leaders in science and consumer products, **today announce** a collaboration to use cellulosic ethanol in North American Tide® laundry detergent, a first of its kind. Tide Cold Water will be the first brand in the world to blend cellulosic ethanol in a scalable and commercial way. Ethanol has long been a key ingredient in the Tide® formulation, allowing for stability of the detergent formula and better washing performance. The substitution of the current corn based ethanol with cellulosic is the latest innovation in the companies' 30-year partnership, making it easier for consumers to make sustainable choices in their everyday lives.

DuPont will produce this renewable, cellulosic ethanol at the company's new biorefinery, currently under construction in Nevada, Iowa. Once completed, the plant will be the world's largest bioethanol refinery, producing 30 million gallons of cellulosic ethanol per year – a process with zero net carbon emissions.

Procter & Gamble understands that consumers, now more than ever, are focusing on how their personal behavior and the goods they buy impact the environment. However, as research shows, while about 70% of shoppers want to be sustainable, they can't or won't make tradeoffs on performance.*

Procter & Gamble's size and scale provides a unique opportunity to impact the global market and help change consumer behavior. Tide® Cold Water "powered by nature" will re-purpose over 7000 tons of agricultural waste a year. This will be equivalent to the power needed to do all the washing in homes across California for over a month. The company is making its products better, so it is easier for everyone to make a small change every day to care for the environment.

"We believe that actions speak louder than words in the area of sustainability and this partnership with DuPont demonstrates we are doing just that" said Gianni Ciserani, Procter & Gamble Group President of Global Fabric and Home Care. "As one of the world's largest laundry manufacturers, we have a responsibility to lead renewable sourcing in products. We do this by ensuring consumers still get the great Tide® laundry performance they want, while further reducing the impact on the environment. In January, we committed to removing phosphates in our laundry products. This partnership on renewables is one more step in our journey."

Building on DuPont's strategic advantages in agriculture, biotechnology and processing technology, the commercial-scalability of cellulosic ethanol represents a technological breakthrough which has been ten years in the making.

"It was a natural decision for us to take this next step forward with Procter & Gamble in an area which is so critical for each of our companies – sustainable technologies for processes and products," said James Collins, Senior Vice President, DuPont. "With this collaboration, DuPont is also taking the first step to diversify its markets for cellulosic ethanol beyond fuels. As we build on our integrated science capabilities, we will continue to seek out new opportunities and new collaborations to transform value chains with more sustainable solutions."

DuPont's James Collins and Procter & Gamble's Gianni Ciserani are both speaking at the **World Conference on Fabric and Home Care** in Montreux, Switzerland on October 7th 2014.

###

DuPont Media Contact
Wendy Rosen
Wendy.Rosen@dupont.com
001 (650) 284-6429

P&G Media Contact
Victoria Barton
Victoria.Barton@ketchum.com
044 0207 611 3670

* Research taken from Procter & Gamble/Nielsen LOHAS Consumer Sustainability Study, Oct 2013

About DuPont:

DuPont (NYSE: DD) has been bringing world-class science and engineering to the global marketplace in the form of innovative products, materials, and services since 1802. The company believes that by collaborating with customers, governments, NGOs, and thought leaders we can help find solutions to such global challenges as providing enough healthy food for people everywhere, decreasing dependence on fossil fuels, and protecting life and the environment. For additional information about DuPont and its commitment to inclusive innovation, please visit <http://www.dupont.com/>

About Procter & Gamble

P&G serves approximately 4.8 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Ace®, Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Duracell®, Fairy®, Febreze®, Fusion®, Gain®, Gillette®, Head & Shoulders®, Iams®, Lenor®, Mach3®, Olay®, Oral-B®, Pampers®, Pantene®, Prestobarba®, SK-II®, Tide®, Vicks®, Wella® and

CONTACTS

Wendy Rosen
001 (650) 284-6429

Victoria Barton
044 0207 611 3670

OTHER PRESS RELEASES

DuPont and Procter & Gamble Win Sustainable Bio Award at 2014 World Bio Markets Conference ➤

DuPont Names Seven New DuPont Fellows ➤

DuPont's Koninckx Calls on Congress to Protect Renewable Fuel Standard, Continue Progress Toward a Biobased Economy ➤

DuPont CEO Ellen Kullman Calls on Congress, Administration to Preserve Renewable Fuel Standard ➤

DuPont Names Sternberg to Lead Global Automotive Research and Development ➤

Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

[OUR COMPANY](#)

[INVESTORS](#)

[CAREERS](#)

[MEDIA CENTER](#)

[CONTACT](#)

[GLOBAL DIRECTORY](#)

[MSDS FINDER](#)

CONNECT WITH DUPONT:

[Site Map](#) | [Legal Notices & Terms of Use](#) | [Privacy](#) | [Ethics Hotline](#)

Copyright © 2014 DuPont. All rights reserved. The DuPont Oval Logo, DuPont™, The miracles of science™ and all products denoted with ® or ™ are trademarks or registered trademarks of E. I. du Pont de Nemours and Company or its affiliates.