



# BUSINESS PLAN 2024



## HOME CARE

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### FOCUS ITEMS

#### ANTIFOAMS

##### **Silcolapse RG 21 (COUNTERFEITERS XIAMETER AFE-1410/1430, DOW):**

- . Emulsified silicone with anti-foaming properties for use in processing and finished products. FOCUS ON COUNTERFEITERS

#### EMULSIONS

##### **Bluesil Emul E1P DR (COUNTERFEITERS MEM 0039, DOW / AND 32 SILICONE WAX EMULSION, WACKER):**

- . Silicone emulsified in water with a concentration of 30%-35%.

#### COMMODITIES

##### **Bluesil FLD 47 V1000 (COUNTERFEITERS PMX-200 SILICONE FLUID, DOW):**

- . Silicone fluid.

##### **MIRASIL C DMB:**

- . Cyclopentasiloxane in dimethicone silicone polyether. Lubricating action for glass, car tires.

### OPPORTUNITIES - BUSINESS DEVELOPMENT TEAM (INNOVATION)

#### Silcolapse 1361:

- . Emulsified silicone with anti-foaming function in constant agitation systems. Acidic detergents and high-temperature processes.

### TOOLS

Presentations:

Elkem Silicones Training - Home Care - Auto Care - Institutional Care

Prototypes:

1. Fabric Softener Concentrate Code HH 2.100123.ctd (Silcolapse RG21)
2. Regular Fabric Softener Code HH 1.100123.ctd (Silcolapse RG21)
3. Ceiling Serum Cleanser - HH 1.050723.ctd (Silcolapse RG21)
4. Leave-On Cleaner Code Code HH 2.030323.ctd (Bluesil Emul 1P)

### SALES TEAM FOCUS

- Fabric Softeners (Silcolapse RG21)
- Filling Process (Silcolapse RG21)
- Automotive (Bluesil FLD 47V1000/Bluesil Emul 1P)
- Lubricants (Bluesil FLD 47V1000)