



Chemicals that make washing cool - video transcript

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Over the last ten years, as energy prices have increased, more and more people have become accustomed to reducing the temperature at which they do their laundry.

An independent analysis has indicated that up to 50% of the energy used in washing a load of clothes can be saved if the washing and the rinsing are done in cold water.

On this chart, we've plotted the information to show how much energy is consumed in agitating the laundry and heating the water if one uses a top-loading washing machine or a front-loading washing machine. And if you use hot water in either washing machine, you consume a substantial amount of energy. The two very small bars indicate that you save a dramatic amount of energy by using only cold water.

We're working on new and innovative ways to change the structure of our surfactants so that they will clean better and allow consumers to use less energy in washing their clothes. The tail of the surfactant needs to be modified so that it will be more soluble in cold water and still do its job. The modified surfactants with the modified tail clean just as well as more typical surfactants in hot water.

We typically wash test fabrics many times in order to be sure that the differences that we observed are real.

With our modified surfactants, the loss of cleaning efficiency as we reduced the temperature is very small - only a few percent. And when we used our modified surfactants, they are the most efficient surfactants available.