

Evonik launches new ‘intoCleaning’ customer platform

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- Evonik launches centralized customer platform for cleaning industry
- Digital customer interaction is key success factor for Evonik
- Platform will help customers meet sustainability and performance targets

January 27th 2020, Evonik launches a new online customer platform, intoCleaning, at the American Cleaning Institute’s Annual Meeting in Orlando, Florida.

The new platform – operating under the theme ‘Cleaning begins with knowledge’ – makes it easier for customers to access product details, including regulatory information. It also serves as an in-depth resource for product videos, marketing concepts, and formulations for customers who develop cleaning-oriented products for the home care, industrial & institutional, and vehicle care markets.

“Digital customer interaction is a key success factor for our business. Our customers expect to find information of interest fast, anytime and anywhere,” says Tammo Boinowitz, head of Evonik’s Care Solutions business line. “With intoCleaning we focus on bundling all product information, sample orders and interactive online tools in a web-based portal,” he continues.

Among its features, the intoCleaning portal features a detailed product selection tool that allows customers to quickly examine chemistry solutions meeting a variety of application, registration, and use criteria. The system also has a module enabling participants of Evonik workshops and events to access presentation materials. Among its first featured market concepts is one focused on Water Responsible Cleaning, which addresses the challenges posed by limiting water use in the cleaning industry as well as providing different approaches to meet these challenges.

Contact person

Dr. Jürgen Krauter

Head of Communications
Nutrition & Care
Phone +49 6181 59-6847
Fax +49 6181 59-76847
juergen.krauter@evonik.com

Contact person specialized press

Johannes Ikemann

Communications Care Solutions
Phone +49 201 173-3239
johannes.ikemann@evonik.com

Evonik Nutrition & Care GmbH

Rellinghauser Straße 1-11
45128 Essen
Telefon +49 201 177-01
Fax +49 201 177-3475
Germany

www.evonik.com

Supervisory Board

Dr. Harald Schwager, Chairman

Management Board

Johann-Caspar Gammel, Chairman
Lauren Kjeldsen
Michael Gattermann
Markus Schäfer

Registered office Essen
Registered court
Essen local court
Commercial registry B 25784
HR no. FN 431387 v

To access the new system, please register for access at intocleaning.evonik.com.

Company information

Evonik is one of the world leaders in specialty chemicals. The focus on more specialty businesses, customer-oriented innovative prowess and a trustful and performance-oriented corporate culture form the heart of Evonik's corporate strategy. They are the lever for profitable growth and a sustained increase in the value of the company. Evonik benefits specifically from its customer proximity and leading market positions. Evonik is active in over 100 countries around the world with more than 36,000 employees. In fiscal 2018, the enterprise generated sales of €15 billion and an operating profit (adjusted EBITDA) of €2.6 billion.

About Nutrition & Care

The Nutrition & Care segment is led by Evonik Nutrition & Care GmbH and contributes to fulfilling basic human needs. That includes applications for everyday consumer goods as well as animal nutrition and health care. This segment employed about 8,200 employees, and generated sales of around €4.6 billion in 2018.

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