


Registration No.	Number 00069		
Registration Date	October 6, 2010	Registration Category	Category 1

Name (Model, etc.)	Alkaline Cellulase		
Location	Sumida City, Tokyo Metropolis		
	Kao Corporation		
Owner (Custodian)	Kao Corporation		
Manufacturer (Company)	Kao Corporation		
Year Manufactured	1987		
Reason For Selection	<p>These are enzyme granules used in laundry compact detergents formulations that allowed reduction of the amount of detergent needed for washing to only a quarter of that needed for conventional detergents. Alkaline cellulase, produced from a bacterial strain discovered through R&D efforts of Kao Corporation, acts inside individual cotton fibers to remove stains trapped within the fibers. This action refines the principle in cleaning: the cleaning ingredient not only acts on the dirt, but also on the fiber molecules to effectively remove dirt. It was a revolutionary approach in achieving perfect cleaning and gained wide international recognition for Japan's scientific and technological advancement. The laundry compact detergents, in which this enzyme was used, represented a breakthrough in the history of laundry detergents.</p>		
Registration Standard	1 - B		

Open/Closed to Public	Closed to Public		
Photo			
Other useful information			