Industry Call for Opportunities

Seeking Technologies to Enhance Foaming in Toilet Cleaning Formulations



A global hygiene company is seeking **ingredients, technologies and expertise** to significantly **increase foam generation** from toilet cleaners during brushing. Solutions should work with **high viscosity**, **highly acidic cleaning formulations**. Of highest priority are **chemical and formulation approaches** capable of delivering at least twice the foam of current formulations.

Approaches of Interest:

- **Foaming agents**, **foam boosters** and **surfactant systems** that remain stable and effective at **extremely low pH** (~pH 0) and are **compatible with HCl**, including approaches that improve the foaming of cationic surfactants in acidic systems
- Approaches that **improve surfactant mobility to the air–water interface** under high-shear brushing conditions
- Solutions that maintain the **high viscosity** of the existing formulation (approximately 2,000–2,500 cps) so the product continues to cling to the bowl
- Both **single ingredients** added to existing formulations and **fully reformulated surfactant systems** are of interest
- Solutions should be **cost-effective** and **compatible with existing fragrances** and **manufacturing processes**
- **Physical formats or packaging innovations** that introduce air into the system are of secondary interest
- Technologies from other industries, such as personal care, food foams, firefighting foams and mineral flotation, are welcome where they can be adapted to cleaning formulations

Out of Scope:

- Aerosol and dual-chamber packaging formats
- Ingredients that would require environmental hazard labeling on the finished product

Developmental Stages of Interest:

- Opportunities at all stages of development are within scope, from early-stage research to market-ready technologies

Submission Information

Submission of one-page, 200–300-word briefs is encouraged, along with any optional supplementary information e.g. relevant publications. This campaign is open to submissions from SMEs and startups. In submitting to this campaign, you confirm that your submission contains only non-confidential information.

Opportunity for Collaboration

Our client is open to a range of collaboration opportunities, with the most appropriate outcome being decided on a case-by-case basis. Example outcomes include licensing assets, joint development, and research collaborations.

Opportunities sought

- Technologies
- Academics and expertise
- Centres of excellence
- Research projects
- Company profiles

Submissions

Please submit relevant, non-confidential opportunities online here

Deadline: **11th January 2027 - 11:59 pm GMT**

Have any questions?
Contact our team at campaigns@inpart.io

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