

COLIN A. HOUSTON & ASSOCIATES
20 Milltown Road, Suite 206
Brewster, NY 10509
Fax: 845-279-7751
E-mail: CAHA1@colinhouston.com

Contact:
Joel H. Houston
or Marilyn L. Bradshaw
845-279-7891

March 4, 1996

For Immediate Release

Colin A. Houston & Associates, Inc. (CAHA) is announcing a new market study entitled *THE U.S. METALWORKING INDUSTRY AND SURFACTANT CONSUMPTION, 1995-2005*.

Metalworking fluids represent an estimated 150 million pound annual market for surfactants in the consumption of petroleum sulfonates, nonionic detergents and various anionic soaps. To address oil mist concerns raised by the United Auto Workers, metalworking fluid producers and consumers have stepped up efforts to reduce the health risks associated with the application of metalworking fluids. As a result, new metalworking fluid formulations have emerged and the industry is shifting away from its reliance on oil-based formulations to water-based fluids that use surfactants as emulsification agents. CAHA's new study will quantify the expanded opportunities for surfactant producers in metalworking fluids in response to this changing market.

MORE

MORE

MORE

MORE

MORE

In addition, CAHA's new study will analyze the metal cleaning industry, a market that consumes 55 million pounds of surfactants annually. Metal cleaners have recently been impacted by environmental legislation designed to phase out the use of volatile organic solvents. However new environmentally sound aqueous and semi-aqueous products have emerged as substitutes and this is creating new opportunities for surfactant consumption in this end use.

CAHA's new study will discuss the market dynamics, structure and participants for both metalworking fluids and metal cleaners in order to present a clear picture of surfactant consumption through the year 2005.

Inquiries regarding the purchase of this study are available from Colin A. Houston & Associates, Inc., 20 Milltown Road, Suite 206, Brewster, NY 10509; Phone: 845-279-7891; Fax: 845-279-7751