

# Household Detergents

## Our Involvement

We have served and developed relationships with leading companies in the industry, including:

- Clorox
- Henkel
- Pilot Chemical Co.
- Procter & Gamble
- SC Johnson
- RB

We participate in industry Associations and Trade Shows, including:

- Society of Cosmetic Chemists
- American Cleaning Institute
- ACI Annual Meeting
- Cleaning Products Conference



Look for our articles in *happi*

## > Ropella Industry Expertise

Household detergents — the “H” in “HI&I” — are a major market category which covers everything consumers use to clean around the house, from laundry detergent and dish soap to carpet cleaner and hardwood floor polish. Efficiency is a driving force in the industry, and popular products will save consumers time and money while preserving efficacy.

Ropella 360's mission is to build lasting relationships between high-potential a-player talent, backable executives, board members, SMEs and transformational leaders. Our primary goal; providing ROI value towards growing the great companies we invest our time, talent and treasure into.

Building teams worldwide, in all functional areas and at all levels, with the best possible talent is one of the highest priorities for transformational leaders – because we all know – **the team with the best talent wins**. Especially so, in fast growing organizations.

## > Our Solutions

With over 35 years as a global search leader, delivering the most advanced search execution capabilities, Ropella 360 has proven many times over, to be extremely well-versed at solving the most challenging “needle in a haystack” searches. While at the same time managing talent selection and development as a primary asset for ROI.



**SMART**<sup>SM</sup>  
Search System  
Recruit smarter. Not harder.

As a bestselling author of *The Right Hire* and a highly experienced practitioner, Patrick Ropella developed the SMART Search System<sup>SM</sup>, regarded as one of the most well respected, Talent Centric Executive Search Solutions available.



**Ropella360**

A catalyst for connection

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