

One platform. Four licensable formats.

SoaneClean is built on Soane's proprietary SoMatrix Core material platform, available for license to CPG brands and manufacturers across four ready formats. License one format or several, we customize the platform to your goals and work alongside your R&D team, not in place of it, so a high-performing, cost-efficient, sustainability-aligned product can reach shelf fast. Each format is performance-validated, engineered to hit ESG targets, and designed to run on existing production lines. Tuned to your equipment and scale during scoping.



Flushable Wipes

<10min

Full disintegration, vs. 30-40 min for leading commercial alternatives



Laundry Sheets

50%

More active ingredients per unit than competing sheets



Scent Beads

25%

Raw material cost savings vs. conventional PEG carrier



Toilet Bowl Cleaner

94%

Disintegration vs. 14% for current market products

SoMatrix Core is Soane's cellulose-based binder system, the platform science behind SoaneClean's wet strength, dispersibility, and plastic-, PVA-, and PEG-free formulations. Each format, wipes, sheets, beads, toilet bowl cleaner, is licensed on its own: start with the one technology you want, add others as your strategy expands.

All four formats are live and performance-validated now: EDANA-tested wipes, cost- and emissions-reducing sheets, PEG-free beads, and a toilet bowl cleaner at 94% disintegration. Full specs follow, format by format, then how licensing works.

"Manufacturers are not reformulating only for sustainability. They are reformulating for resilience: cost stability, regulatory clarity, and supply chain confidence."

Leo Kasehagen, President & COO, Soane Materials



One licensing relationship

Choose your technology, wipes, sheets, beads, or toilet bowl cleaner. Each is licensed on its own: start with one, add more as you grow.



Engineered to run on your lines

Most formats run on the wetlaid, sheet, or pastillation lines you already operate. We assess your specific setup before commercial terms are set, so there are no surprises later.



Performance-validated

Every format carries real test data: EDANA, accelerated aging, strength benchmarks. Want your own regulatory team to verify it? We'll arrange that under NDA.

What each format delivers.

Flushable Wipes

Passes EDANA GD4 dispersibility testing

Under 10 minutes full disintegration (EDANA FG502.R1(18)), vs. 30-40 min or leading commercial alternatives

100% biobased and biodegradable ingredients, cellulose-based binder, no synthetic plastic

Stable wet strength and dispersibility after **30-day accelerated aging** at 50 °C

Runs on **existing wetlaid lines** no capital retrofit required



Laundry Sheets

50% more active ingredients per unit vs. competing sheets

0g plastic content vs. 75g for PVA-based sheets, 600g for liquid detergent

Up to 85% less space and weight vs. liquid detergent

Up to 60% lower transportation emissions vs. liquid detergent

PVA-free, disperses within the first minute of the wash cycle, all water temperatures



Scent Beads

25% raw material cost savings vs. conventional PEG carrier

Under 4 minutes dissolution at 25 °C, cold wash compatible

100% PEG-free bio-based and mineral-filled carrier system

+171% yield strength vs. conventional carrier, fewer bead failures and lower return rates

Compatible with **free and encapsulated fragrance**, tunable loading, runs on existing pastillation equipment



Toilet Bowl Cleaner

94% disintegration vs. 14% for current market products

0 minutes, immediately flushable after use

100% bio-sourced, biodegradable cellulose matrix, no synthetic fibers

2-3 minute scrub durability before dispersion begins

Compatible with glycolic acid, quaternary ammonium chlorides, and other standard actives; **single or dual-layer** architecture available



Structured to scale with your business.

It starts with a discovery call to understand what you're building and where it fits, followed by an NDA, and an MTA if prototype samples are needed, so both sides are protected from the outset.

From there, two tracks run in parallel. Our technical team works with yours to adapt SoMatrix Core to your product, from lab scale to full production. At the same time, our leadership works with you to negotiate license terms, territory, field of use, and contract length.

Once commercial terms are set, we provide sourcing guidance, contract manufacturing support if you need it, and help with third-party certifications, and we stay involved through your launch.

Materials are always sourced directly by you, at market rate, the license itself is typically an ongoing royalty tied to your product's sales, scoped individually to your situation.



Discovery + NDA

A conversation to understand your goals, then an NDA (and MTA, if samples are needed) so both sides are protected.



Technical + commercial, in parallel

Our team adapts the technology to your product while we negotiate terms, together, not sequentially.



Sourcing, manufacturing & launch support

Guidance on suppliers, contract manufacturing, certifications, and support through your actual launch.

START THE CONVERSATION

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