1964: Blyholder (J. Phys. Chem., 68, 2772 (1964)) suggested that CO adsorption on transition metals can be described by a molecular orbital picture of two contributions to bonding, partial donation of CO-5s charge to metal ds orbitals and back donation from metal dp to CO 2p* antibonding orbitals.

1964: Startup by Monsanto of the world’s first biodegradable detergents plant based upon C_{10}-C_{14} linear olefins obtained by selective catalytic dehydrogenation of n-paraffins.


1966: ICI developed a moderate-pressure, low-temperature methanol synthesis process employing a Cu-ZnO/Al_{2}O_{3} catalyst in a gas-recycle reactor.


1966: Development of a method to calculate the coordination numbers of surface atoms in the stable forms of small metal particles (R. van Hardeveld and A. van Montfoort, Surface Sci., 4, 396 (1966)).

1967: Introduction of first bimetallic naphtha reforming catalyst - Pt-Re-Al_{2}O_{3} - need for presulfidation of a naphtha reforming catalyst.

1967: Catalysis Reviews begins publication with H. Heinemann as editor.

1967: Atlantic Richfield and Halcon (formerly Scientific Design) formed a joint venture, Oxirane, to produce styrene, propylene oxide and tert-butyl alcohol.


1968: Shape selective catalysis - Selectoforming with erionite.

3rd Decade: 1979 - 1988

1970’s: Rh-catalyzed hydroformylation of propene.

1970’s: Improved selectivity for oxidation of ethene to ethylene oxide using Cs (or Cl) promoted Ag catalysts.