

Unilever - Product & Packaging Concentration

Improvement

Persil and Surf Small & Mighty liquid detergents are now concentrated, resulting in half the amount of packaging used compared to standard liquids.

Description of Changes

Persil Small & Mighty has a concentrated formulation which means that just one small capful is enough for a whole wash load. Surf Small & Mighty has also been concentrated and is contained in a reduced bottle size, with a capful containing enough detergent for a wash load. Packed in smaller bottles, Persil and Surf Small & Mighty brings better shelf efficiencies and key environmental benefits to the market.

Environmental Benefits

- 60% less secondary & tertiary packaging.
- 50% less primary packaging
- 50% less raw materials.
- 50% less energy used during manufacturing
- 50% less waste for the consumer

Balance of Improvements

0.8 million litres of water saved
6 million plastic bags saved
17 Tonnes of CO₂
43.9 Tonnes less primary packaging



Unilever Persil

