

Fabric Cleaning Powder



Improvement.

Lighter packs and less powder per wash by concentration.

Description of changes:

Unilever's Irish headquarters are located at Citywest Business Campus and this forms part of an international company that currently owns many of the world's leading consumer product brands in foods, beverages, cleaning agents and personal care products. Unilever has been producing soap and washing detergents since the early 1900's and many of these products are well established on the Irish market.

In 2005, the concentration of detergent powders was carried out as part of a voluntary industry-wide initiative to reduce the weight of chemicals and packaging materials used per wash... Persil still has the same great cleaning power in its new recommended dosage, but you use less and the packs are smaller. So, the new powder gives consumers the same great cleaning results, but with the convenience of less weight to carry home, less chemicals in the environment and less packaging to dispose of.

Environmental benefits:

- Less Packaging
- Less Chemicals
- Less Waste

Balance of Improvements:

- Packaging reduction per pack 6%
- Packaging reduction per wash 6%

Website: www.unilever.com



Unilever





The use phase in the washing of clothes has a much greater environmental impact than the manufacture of either the washing machine or the fabric detergent production and associated packaging waste. Useful tips for consumers to help the environment when doing laundry include:

- avoid underfilling the machine - this will save on water and energy;
- measure detergent according to water hardness and the soil level of the laundry;
- use the lowest recommended temperature; most of today's detergents work well at low temperatures;
- reduce packaging, and keep permanent or refillable packaging.