

Sustainable Packaging for Wet-Wipes

Objective:

This outlines the need to develop consumer-preferred and sustainable packaging innovation for wet baby-wipes via best-in-class partnership with strategic External Business Partners to bring a strong and disruptive sustainability solution.

Background:

Wet wipes (pre-moistened non-woven disposable towelettes) continue to be a consumer desirable product form. Ease of use (dictated by packaging) directly impacts overall perception and consumer acceptance of the product. Packaging of wet-wipe products requires easy dispensing of wipes when needed, while retaining the moisture during storage.

Recently, another dimension of packaging emerged as a major driver for consumers acceptance across industries, namely the introduction of more sustainable packaging solutions.

What we are looking for:

- A primary packaging that is recyclable in existing recycling streams (no plastic), ie paper, metal, aluminium
- Packaging that has an improved environmental footprint, that is easy to claim and to understand
- A sustainable packaging that still delivers on ease of use and overall consumer experience of a wet-wipe product.
- An IP protected existing solution and/or a development partner with experience and expertise, willing to work with us to develop designs that meet our performance and manufacturing criteria.
- A simple, elegant, intuitive and sustainable packaging solution for wet-wipe products that is unique (differentiated from existing packages), has premium appearance and yet affordable.

Packaging Requirements:

1) In general, the package must:

- a. Protect the product and prevent contamination (similar mechanical properties as today's Flow-Wrap), provide resistance to evaporation (similar moisture barrier approx. 2 grams/m²/day)
- b. Easily dispense the product.
- c. Must not contain any toxic materials, ideally it is food grade.
- d. Must be safe for mom and baby (e.g. no sharp edges)

2) Ergonomics:

- a. Opening, dispensing & closing of the wet wipe must be doable with one hand
- b. It must be possible to access wipe in the packaging with a single hand and to stage the next product sheet
- c. Package must be easy to carry with one hand.

3) Dimensions:

The wet wipe within the package has the following dimensions:

	Min	Max
Height	65mm	90mm
Length	150mm	230mm
Width	70mm	130mm

4) Visual:

Package shape and materials must be aesthetically pleasing and provide a premium shelf appearance, while overtly addressing the sustainability angle.

5) Sustainability:

Packaging may be improved by one or more of the below (in order of priority):

- Sustainable content (no plastic),
- End-of-life management (recyclable, compostable, biodegradable),
- Recycled material,
- Re-usability feature.

6) Market Readiness: 6-18 months

What we are not looking for:

- Solutions that will take > 6 months to deliver a working prototype.
- Packaging that is not significantly differentiated from existing offerings in consumer products.

Please note that **only non-confidential information** describing the design and IP can be accepted for review at this stage.

Current knowledge of space:

Currently the typical flow wrap (FW) construction in the industry is a PET/PE laminate with a calliper of:

- 12 micron for PET,
- a 50 to 70-micron range for PE.

This results in a FW calliper ranging from 62 to 82 micron. The PET/PE laminate is not recyclable at all. P&G is using a PP/PE laminate which is considered recyclable in selected markets (e.g. Germany). First competitors (esp. in the UK) are starting to claim recyclable flow-wrap material with mono-PE constructions. Suppliers intensify development work to deliver mono-plastic solutions (PP or PE) that are recyclable.