Liquid Laundry Compaction

Driving a market transformation
Procter & Gamble
February 2008
the challenge

• In May 2008, P&G Canada will convert its entire liquid laundry portfolio to a 2X concentrated format

• The new containers use up to 43 per cent less plastic in the packaging and contain, on average, 35 per cent less water than before

• Previous attempts to compact laundry products in Canada were not successful due to poor marketplace acceptance

• P&G made this a hard conversion - it had to be a success, to drive sustainable consumer behaviour. P&G needed buy-in from retailers, consumers and stakeholders.
the objective

- Work long before the launch to share results of LCA and get buy-in from industry partners, retailers, sustainability leaders, NGOs, the waste management sector and consumers

  - Convene an expert advisory panel of independent thought-leaders to help develop communication and offer an external perspective to ‘bring the outside in’

  - Develop a stakeholder consortium to promote the benefits of compaction via an unbranded campaign

  - Create a positive external environment that drives consumer demand for sustainable laundry products

  - Launch compaction and compacted laundry products with the consumer, to drive awareness and consumer acceptance
**expert advisory panel**

- Six leading environmental stakeholders from across Canada
  - Chris Benedetti, Chair, Recycling Council of Ontario
  - Barry Friesen, Director, Waste Management Services, Niagara Region
  - Johanne Gélinas, Partner, EHS & Sustainability Services, Deloitte
  - Michael Lio, Executive Director, Consumer’s Council of Canada
  - Ken Ogilvie, Executive Director, Pollution Probe
  - John Wiebe, PhD, President and CEO, GLOBE Foundation of Canada

- P&G shares strategy, marketing plans and environmental information

- EAP provides input on how strategy will be received and suggestions on how to frame communications to stakeholders and consumers
research

• Conducted national research to gauge consumers’ awareness and perception of concentrated products and their attitudes towards switching to a concentrated format. Findings include:

  – When purchasing liquid laundry detergent, almost three quarters of Canadians (71%), consider reduced overall packaging waste as an environmental issue
  – Only 39% of Canadians are currently using concentrated liquid laundry detergent
  – When asked to name the environmental benefits of concentrated liquid laundry detergents, less packaging (17%), less product (16%) and less waste/landfill space (15%) were the top three
Life Cycle Assessment (LCA) is a reputable environmental assessment tool used to provide insight into the environmental impact of a product.

- Procter & Gamble has developed an ISO-compliant database for life cycle evaluation of laundry detergents.
- The life cycle is evaluated using 11 environmental indicators which are considered relevant for the product category.
liquid detergent life cycle

• In 2007, P&G commissioned an independent LCA of liquid laundry products designed to identify and quantify the environmental changes related to compaction, with the following goals:

  – provide internal decision support on the possibilities to promote compaction on environmental grounds
  – quantify the environmental impacts per wash of a liquid laundry detergent compaction/concentration
  – quantify the environmental impacts per wash related to detergent formulation and production, packaging, distribution and end-of-life stages
liquid detergent life cycle

• The LCA analyzed 11 different parameters including:
  – Total primary energy;
  – Total water consumption;
  – Total solid waste generated;
  – Climate change;
  – Photochemical oxygen formation;
  – Eutrophication
  – Ozone depletion
  – Human toxicity
  – Acidification
  – Aquatic Eco-toxicity (CML)
  – Freshwater toxicity (2 Uses)
liquid detergent life cycle

• The compacted formulas and smaller bottles make differences across the entire supply chain:
  
  – reduced fuel consumption and warehouse space usage;
  – 22 to 43 per cent reduction in the amount of packaging (depending on the bottle size);
  – up to 42 per cent less water than before while still offering the same number of loads.
Canadian stakeholder outreach effort in which organizations at each point in the laundry life cycle provided insight into leadership, communications and consumer education.

- Launched a national, unbranded website designed to educate consumers about the environmental benefits, value and usage of concentrated laundry products (English & French).

- Concentrateonthefuture.ca is a joint initiative of supporting partners including representatives from the retail, waste management, environmental, manufacturing, energy and consumer interest communities.
Concentrate on the Future.

Switching to 2x and 3x concentrated detergents is a small step that benefits the environment.

Get ready to make a change to benefit the environment. A new generation of liquid laundry detergents and fabric softeners is landing on store shelves in 2X and 3X concentrated formats. Just one small capful of concentrated detergent – typically 1/2 to 2/3 smaller – is all you need to wash a full load. To make sure you get the best results and the most value out of concentrated detergents, be sure to follow manufacturer's usage instructions.

Select an icon above to learn how you can concentrate on the future!
consumer education

• Built pre-launch awareness by partnering with a national women’s magazine, a major retailer and an appliance manufacturer to create an eco-friendly laundry room makeover contest

• Brought contest to life by creating an eco-friendly laundry booth for consumers shows across Canada to educate consumers about new packaging

• National public relations and marketing launch of compacted product scheduled for May 2008
Less Is More in the Laundry Room

A few key changes can have an impact on your laundry, the environment and your energy bill.

Concern for the environment is growing and for many Canadians, that concern begins at home. But while we all want to do our part, it can sometimes be daunting trying to squeeze conservation efforts into our already-packed schedules. Relax – there are many small changes you can make in your day-to-day routine that can have a big impact on the world around you.

A good start is a room where you already spend a lot of time – the laundry room. Karen Kirk, decor editor at Canadian Living Magazine, offers her tips on creating a functional eco-friendly laundry room, regardless of how much space you have. These tactics will decrease the amount of energy you are using to keep your clothes clean.

Look at Your Laundry Room Layout

Most people don’t put much thought into the design of a laundry room as they would a kitchen. But both rooms are similar in that they are functional. A good layout can save time and frustration.

A well-organized laundry room should have convenient storage, including shelves and containers for store-bought and home products. It should have a large, flat, non-slippery surface for easy folding and sorting. Since many laundry rooms don’t have windows, bright lighting is also essential. Compact fluorescent bulbs work well in the laundry room since they use less electricity but last up to seven years and their “warm” light can reveal stains, discolorations and lint more effectively.

Wash in Cold Water

Switch your washing machine to the cold setting and you won’t need to use your home’s hot water heater when you do your laundry. Make sure you use a laundry detergent specifically formulated for washing in cold water such as Tide ColdWash. Washing in cold water can save up to 75 per cent of the energy per load.

Use Eco-Friendly Equipment

On average, front-loading washers use up to 60 per cent less energy and 40 per cent less water than a conventional top-loading machine. Most people perceive this as a trade-off, but the benefits of less water and energy consumption and larger load capacities justify the extra expense.

When possible, choose an Energy Star-certified machine. Energy Star-rated machines use less electricity and about half the water of non-rated machines. Be sure to run full loads or adjust the load size accordingly. Whenever possible, dry your load by the sun. The sun’s ultraviolet rays help keep your clothes brighter longer. And don’t forget to use a detergent designed for high-efficiency machines.

The Laundry Load Is About to Get Two Times Smaller

The laundry detergent aisle is about to get much smaller. In Spring 2009, all of your favourite Tide products will switch to a concentrated formula with better stain-fighting performance and more convenience. The new formula will use 32 to 43 per cent less plastic in the packaging and up to 45 per cent less water than before, so you can reduce waste before you’ve even selected a cycle.

Karen Kirk is the decor editor at Canadian Living Magazine. Her home and garden editorial career spans over 20 years and it has been featured in Canadian Living, Canadian Home & Country, Canadian Gardening and Canadian Home Workshop.

Canadian Living contest

MAKE OVER Your Laundry Room!

Enter for a chance to win everything you need to give your tired laundry room an eco-friendly update.

The grand prize winner will receive a Whirlpool Duet High Efficiency Front-Loading Washer, Duet Front-Loading Electric Dryer and matching storage; a set of 10 Tide detergents; and a year’s subscription to Canadian Living magazine.

Send a recent picture of your laundry room and tell us (in 50 words or fewer) why it needs a makeover, including your name, address, daytime and evening phone numbers, and e-mail address (if possible) to

Canadian Living Laundry Room Makeover Contest
c/o Canadian Living Magazine
P.O. Box 7150
torrents ON M5X 2R9

Contest closes Thursday, Jan. 15, 2009.
For complete contest rules, visit www.canadianliving.com or enter a self-addressed stamped envelope to Canadian Living Laundry Room Makeover Contest c/o Canadian Living Magazine, P.O. Box 7150, Toronto ON M5X 2R9.
desired outcome

• Support from environmental and industry stakeholders including help to educate and spread the word
• National media coverage of both the business and consumer stories
• Direct interaction with target audience via contest, consumer shows and website

• Retailers support the conversion; consumers embrace concentrated laundry products for their environmental benefits with no tradeoffs in product performance