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:

<table>
<thead>
<tr>
<th></th>
<th>Min</th>
<th>Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height</td>
<td>65mm</td>
<td>90mm</td>
</tr>
<tr>
<td>Length</td>
<td>150mm</td>
<td>230mm</td>
</tr>
<tr>
<td>Width</td>
<td>70mm</td>
<td>130mm</td>
</tr>
</tbody>
</table>

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.