

PARTNERSHIPS IN PACKAGING SUSTAINABILITY

Krzysztof Krajewski

Packaging Sustainability Director – Hygiene



At a glance

43,000+

employees

200+yrs

heritage

3

business units

20m+

products sold daily

£14bn

net revenue in 2020

16

consecutive years
as a member of the
FTSE4Good Index

53%

reduced GHG per
unit of production
since 2012

WHERE WE ARE

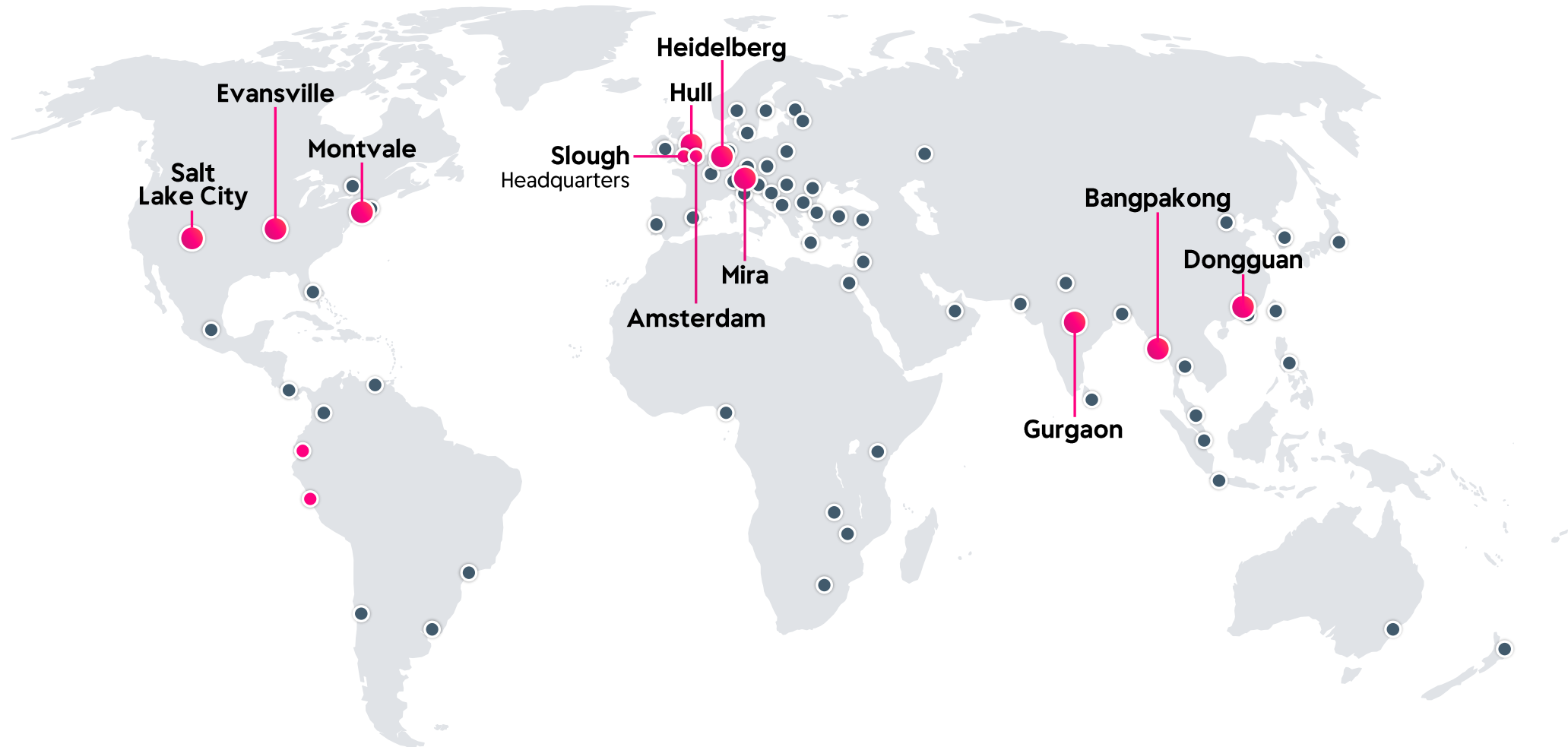
We are truly global

60

countries across
six continents

09

Centres of
Excellence



Long standing, trusted brands

1819



LYSOL
launched
1889

HARPIC
launched
1923

DETTOL
launched
1932

AIR WICK
launched
1943

FINISH
launched
1953

STREPSILS
launched
1958

CLEARASIL
launched
1959

NUROFEN
launched
1983

MUCINEX
launched
2002

ENFINITAS
launched
2016

BOTANICA
launched
2020

MORTEIN
launched
1880

VEET
launched
1922

DUREX
launched
1929

NUTRAMIGEN
launched
1942

WOOLITE
launched
1951

CALGON
launched
1956

ENFAMIL
launched
1959

GAVISCON
launched
1965

VANISH
launched
1983

CILLIT BANG
launched
2004

NEURIVA
launched
2019

Our Purpose

To protect, heal
and nurture in the
relentless pursuit
of a cleaner,
healthier world



Our Fight

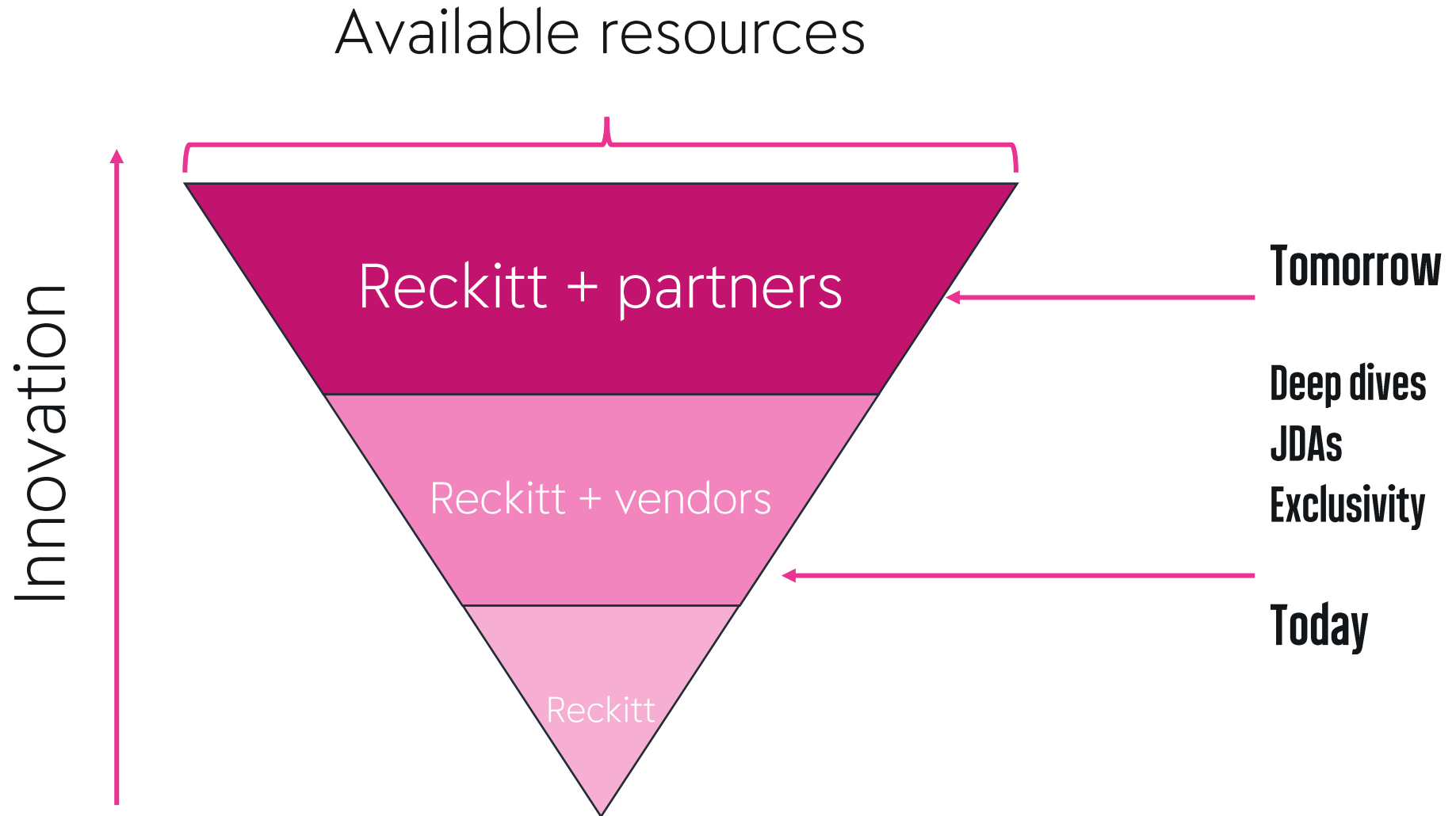
Making access to
the highest quality
hygiene, wellness
and nourishment
a right, not a
privilege



PARTNERSHIPS



Amplifying available technical resource



CIRCULAR ECONOMY

- Multi actor scene
- No easy business
- High technical complexity



For further information
please click [here](#)

CIRCULAR ECONOMY







VEOLIA







RECYCLABLE POUCH


reckitt

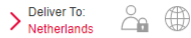
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Examples



MARKETS PRODUCTS SUPPORT

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Home / News / News: Partnership Created Recyclable Packaging for FINISH | Dow Inc.

2019.09.23

Dow, RB, and Drukpol.Flexo develop recyclable packaging for FINISH

Innovative stand-up pouch designed for recyclability successfully piloted for retail

HORGEN, Switzerland – A successful joint development between Dow, brand owner RB, and converter Drukpol.Flexo has led to the creation of a new resealable pouch designed for recyclability and end-of-life disposal into existing recycling streams. Using Dow's polyethylene (PE) films, the stand-up pouch was designed for RB's FINISH perfume-free dishwasher detergent line.

"The innovative mono-material pouch is yet another example of the power of collaboration," said Karin Katzer, marketing director End Use for Dow's Packaging & Specialty Plastics business. "Through our Pack Studios network and design for recyclability solutions, we are helping brand owners move to a circular economy and deliver on their sustainability commitments."

Dow, RB and Drukpol.Flexo worked together to overcome the challenge of creating a mono-material, PE-films based packaging that can be produced on existing equipment and enable extra functionalities like zippers, easy opening, and the right mix of stiffness and flexibility. The development team was able to address this challenge through Dow's portfolio of innovative technologies including AFFINITY™, DOWLEX™ and AGILITY™.

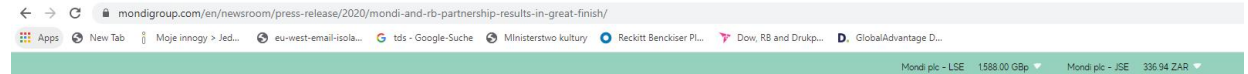
"RB is committed to reducing, reusing and recycling materials in our packaging. We constantly search for solutions to address plastic waste and believe that plastic packaging designed for recyclability is the way forward," said Krzysztof Krajewski, head of Packaging Innovation at RB. "With this innovative mono-material pouch, we are able to offer consumers easy to use packaging with enhanced features. Our new packaging is supported by existing recycling waste management systems and because the packing is lighter in weight, we are also able to reduce transportation costs and emissions."

Drukpol.Flexo contributed to the innovation with their converting expertise, supporting RB with assistance required for their packaging lines. "We are excited about the outcome of this collaboration with Dow and RB and look forward to continue working together to help the industry close the loop on plastic packaging," said Kamil Ziemak, vice president at Drukpol.Flexo. "The packaging is not only designed for recyclability, but also offers a high-quality customer experience with respect to performance like look, feel and ease-of-use."

The new packaging was tested with the "0% perfume-free green line" of FINISH dishwasher detergent at German retailers and online through Amazon and received 4+ stars consumer feedback on product features and quality.



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Mondi and RB partnership results in great Finish®

Wed, 29 April

Sustainability

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