



# LAUNDRY PODS MOVE TO BOARD PACKAGING

**Global consumer goods manufacturer Procter & Gamble** is moving its Ariel and Lenor all-in-1 pods into recyclable board packaging. The new packs will be made from at least 70% recycled fibres, is FSC-certified (Forestry Stewardship Council), and fully recyclable. The new packs contain a maximum of 5% plastic to protect the pods. The move will save up to 900 tonnes of plastic annually across Germany, Austria and Switzerland.

After use, the packs can be recycled with paper and board. The company says that adults can open the Ecoclic box intuitively while remaining securely closed for children. When closed, the box makes an audible 'click' once it is fully closed. To aid the visually impaired, the new packaging has tactile markers on the top in the shape of a washing machine. Also, Navilens technology on the packaging ensures that the most important product information is also accessible to helping visually impaired consumers to use the product.

