

Mr Paper®
100% eco
PLASTIC FREE

100% ECO
PLASTIC FREE
DETERGENTS



MR. PAPER 100%ECO PLASTIC FREE is the newest eco-sustainable absolutely plastic-free detergents range. The range is available in 3 different paper packaging: trigger shaped, bag and hangable case.

- **DETERGENT TABS**

In a category dominated by plastic packaging, we realized the disruptive impact of a plastic free packaging with the same shape of traditional detergent packaging (trigger/spray bottle).

So, we patented a cardboard blister which is shaped as a trigger spray bottle developing a range of 4 items: Kitchen degreaser, Bathroom descaling, Multi-surface (Multipurpose), Glass & Mirrors cleaner. The label on the front of the blister can be removed and attached to a re-used trigger of 500 or 750 ml to identify the specific purpose.

Each Item has a significant impact on the shelf because 6 detergent tabs are packed into a cardboard blister (patented system) which is shaped as a classic trigger.



It is very easy to use: consumers just need to fill the bottle with warm water and add one tab (or two for double concentration), wait a few minutes to let the tab(s) dissolve and finally close the bottle.

The detergent is now ready to use, giving consumers the awareness of their significant contribution to protect our environment: The total plastic saving corresponds to 500 g plastic per unit (6 new triggers and an old one which has been re-used).

• **LAUNDRY ADDITIVE/DETERGENT POWDERS – PAPER BAGS OF 900 g**

We developed a practical Havana Paper Bag with 900 g capacity in order to pack without any plastic our 5 laundry additive/detergent powders: Citric Acid, Sodium Percarbonate for White Garments, for Coloured Garments and perfumed Sodium Percarbonate.



• **LAUNDRY ADDITIVE/DETERGENT POWDERS – PAPER BAGS OF 300 g**

We also developed a practical Havana Paper Bag with 300 g in order to provide to our consumers a practical plastic free pocket packaging for our specialties. The range includes Citric Acid, Sodium Percarbonate for White Garments, for Coloured Garments, for Dark Garments, Perfumed Sodium Percarbonate and Lye



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• **BLEACH TABS - 60 TABS PAPER BAG**

The same paper bag will also be the plastic free container of a new range of bleach tabs in a count of 60 in all our 5 classic versions : neutral, menthol, lavender, lemon, red fruits.



• **BLEACH TABS - 16 TABS CARDBOARD CASE**

In order to offer a pocket packaging of 16 bleach tabs (corresponding to 2,0 Litres of liquid bleach) with a shelf price comparable to traditional bleach, we developed a small cardboard hangable case:



• **CURE DISHWASHER AND CURE WASHING MACHINE TABS - 10 TABS CARDBOARD CASE**

The new cardboard hangable case will also allow us to eliminate the plastic from the packaging of the cure dishwasher and cure washing machine tabs, now available in a plastic free cardboard case of 10 tabs.

