

HOME CARE

RESPONSIBLE PACKAGING TRENDS

Responsible home care brands are evolving their product formulas, formats, and packaging to enact positive environmental and social change. Refillable solutions reduce the amount of single-use plastic waste by making it easier for consumers to reuse their original packaging. Eco-friendly materials can offer improved recyclability or can leverage lighter materials to reduce product shipping weight. By creating packaging that is both effective and convenient for the consumer, brands will better position themselves to be seen as a safe and trustworthy resource for responsible product solutions.

Refillable & Reusable Packaging



- Zero Co.** consumers can sign up to receive products free-from single-use plastic.
- Packaging is made from recycled materials (like ocean-plastic) and can be sent back to the company to be refilled.
 - Consumers can also buy their own refill flexible packets online.



- Meliora** is a zero-waste home cleaning brand that uses natural ingredients.
- Detergent is sold in a refillable metal can with a metal scoop.
 - Refills are shipped to the consumer in a compostable paper bag.



- The Good Fill** offers household staples for bulk and refill purchase both online and in store.
- Home cleaning products include refillable stain remover, baking soda, and epsom salt.
 - High-output pumps make refilling containers quick and clean.

ADDITIONAL FORMATS TO CONSIDER:

- Flexible pouches
- All-plastic trigger sprayers
- PCR bottles
- Metal, eco-plastic, or lightweight scoops
- Metal tubs or tins
- Paperboard tubes
- All-plastic pumps
- High-output pumps
- Glass jars

Lightweight & Eco-Friendly Materials



- Ecover** uses bioresin made from sustainably-harvested sugarcane for their laundry bottles.
- Sustainably harvested materials use less resources to grow, ensure biodiversity, and use fair labor practices



- Seventh Generation** laundry detergent bottles are made from a recycled paperboard shell, with a thin plastic pouch inside.
- When the bottle is empty, consumers take off the cap, pop open the shell, and pull out the pouch.
 - All three can be dropped in the home recycling bin, or the shell can be composted.



- Dropps** are delivered to the door in a cardboard box, with detergent in an eco-friendly water-soluble film.
- When the film dissolves and enters the water stream, it breaks down easily into water and carbon dioxide at the water treatment plant.

ADDITIONAL FORMATS TO CONSIDER:

- PCR Bottles
- Bio-degradable resins additives
- Non-plastic solutions like glass or aluminum
- Compostable pouches
- Recyclable pouches

Let’s talk packaging!

marketing@tricorbraun.com | TricorBraun.com | [t](#) [f](#) [in](#) [@](#)

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