

Innovation and Challenges on Promoting Compact Laundry Detergent

促进和推广洗涤剂浓缩化的创新与挑战

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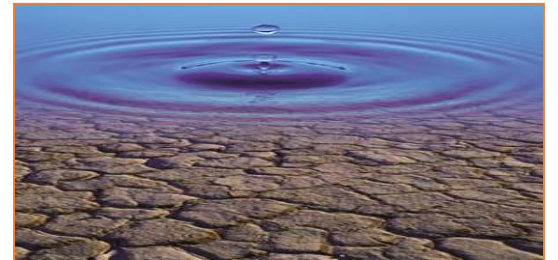


Agenda

- Why Compaction and Challenges on Compaction 浓缩洗涤剂的价值和挑战
- Consumer Opportunities on Compaction 洗涤剂浓缩化的机会
- P&G Global Compaction Journey 宝洁在全球进行洗涤剂浓缩化的历程
 - ✓ Provide Superior Consumer Experience 提供优质的消费者体验
 - ✓ Develop Superior Product 研发优异的产品
- POD Innovation 洗衣凝珠的创新

Broad Benefits from Compaction (For P&G NA alone) 洗涤剂浓缩化的价值（宝洁北美）：

- Reduction of packing materials **70M Ton** 节约7万吨包装材料
- Reduction of **67M** distribution km (Earth to Mars is 55M km) 减少6万7千公里的运输距离
- Water content in formula reduced by 45% 配方含水量降45%
- Total annual water savings of **1 Million Tons** 每年省水1百万吨



Promoting Compaction is Hard

推广浓缩化历程很艰难



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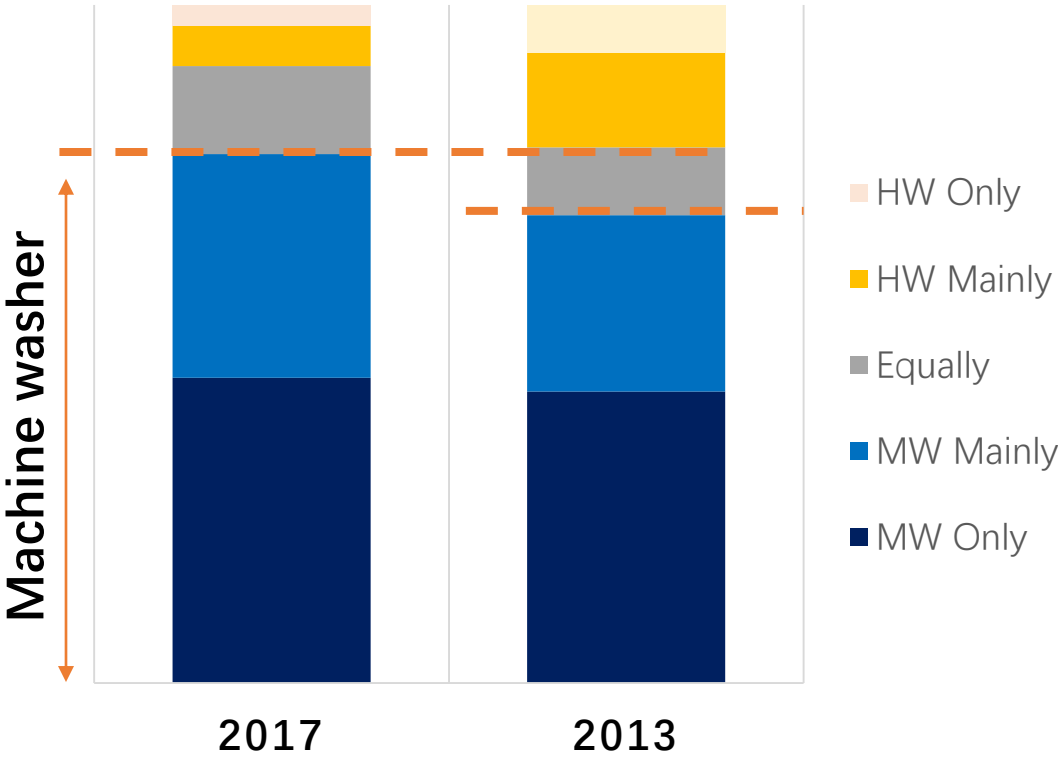
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Now Is the Right Time!
现在是最好的时机

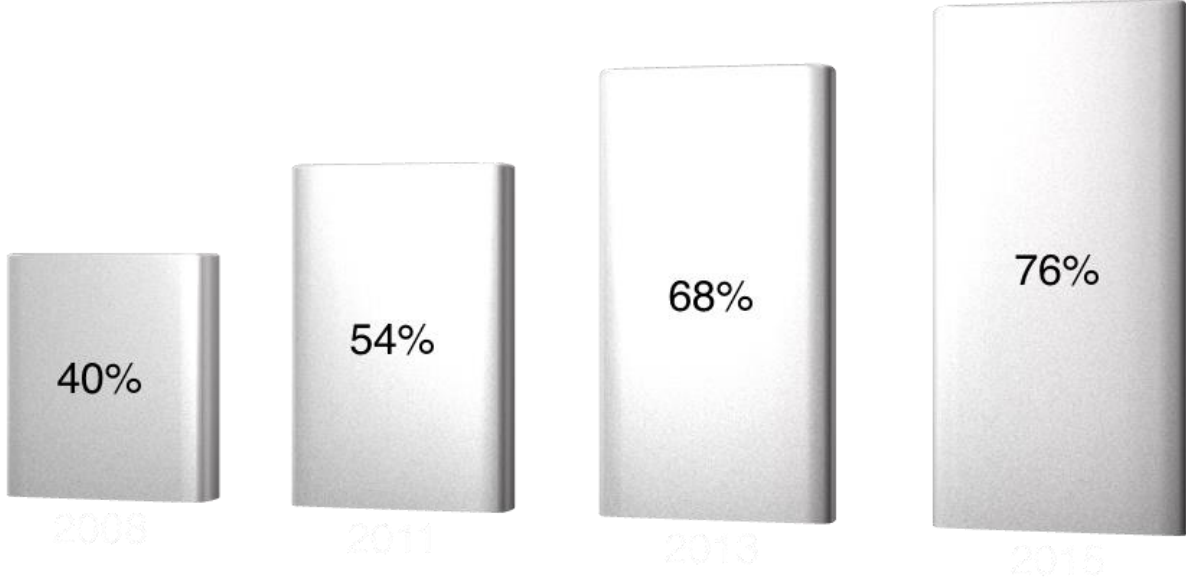
Touching lives, improving life. *P&G*TM

More and More Consumers Are Using Machine Wash and Fully-Auto Wash Machines



越来越多的机洗

More and more Machine Wash



越来越多的全自动洗衣机

More and more fully-auto Wash Machine

Changes of Consumer Experience 消费者体验的改变



Convenient



Efficient



Super clean

Programmable 程序化

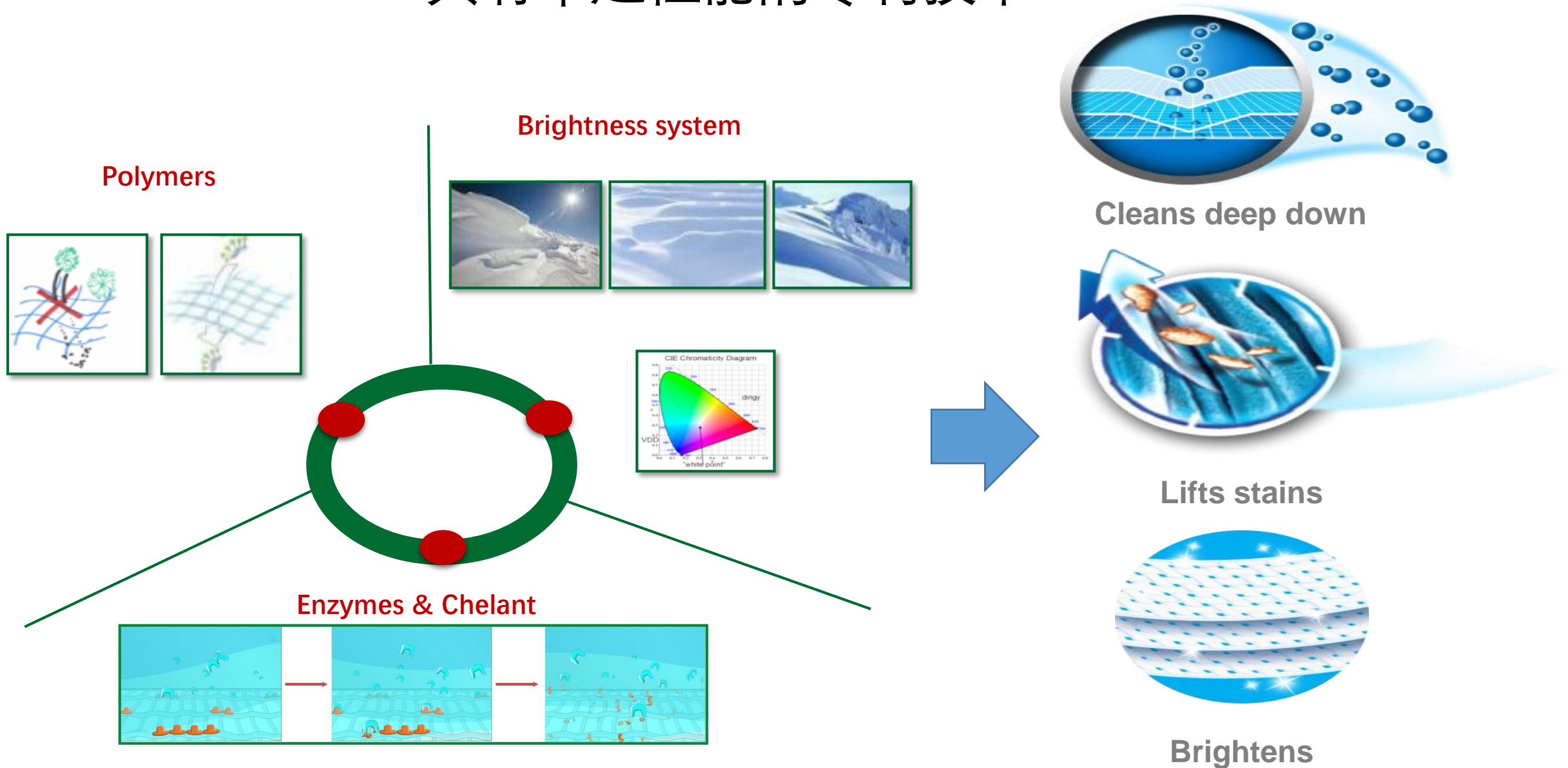
P&G Global Compaction Journey

宝洁洗涤产品全球化的历程

- Superior Product
- Effective Communication
- Industrial Consensus

Proprietary Technology to Enable Breakthrough Performance

具有卓越性能的专利技术



Breakthrough Products with Effective Communication

有效的消费者沟通





32 number of wash vs xx ml of detergent per wash

Compaction HDL -
½ volume vs. traditional

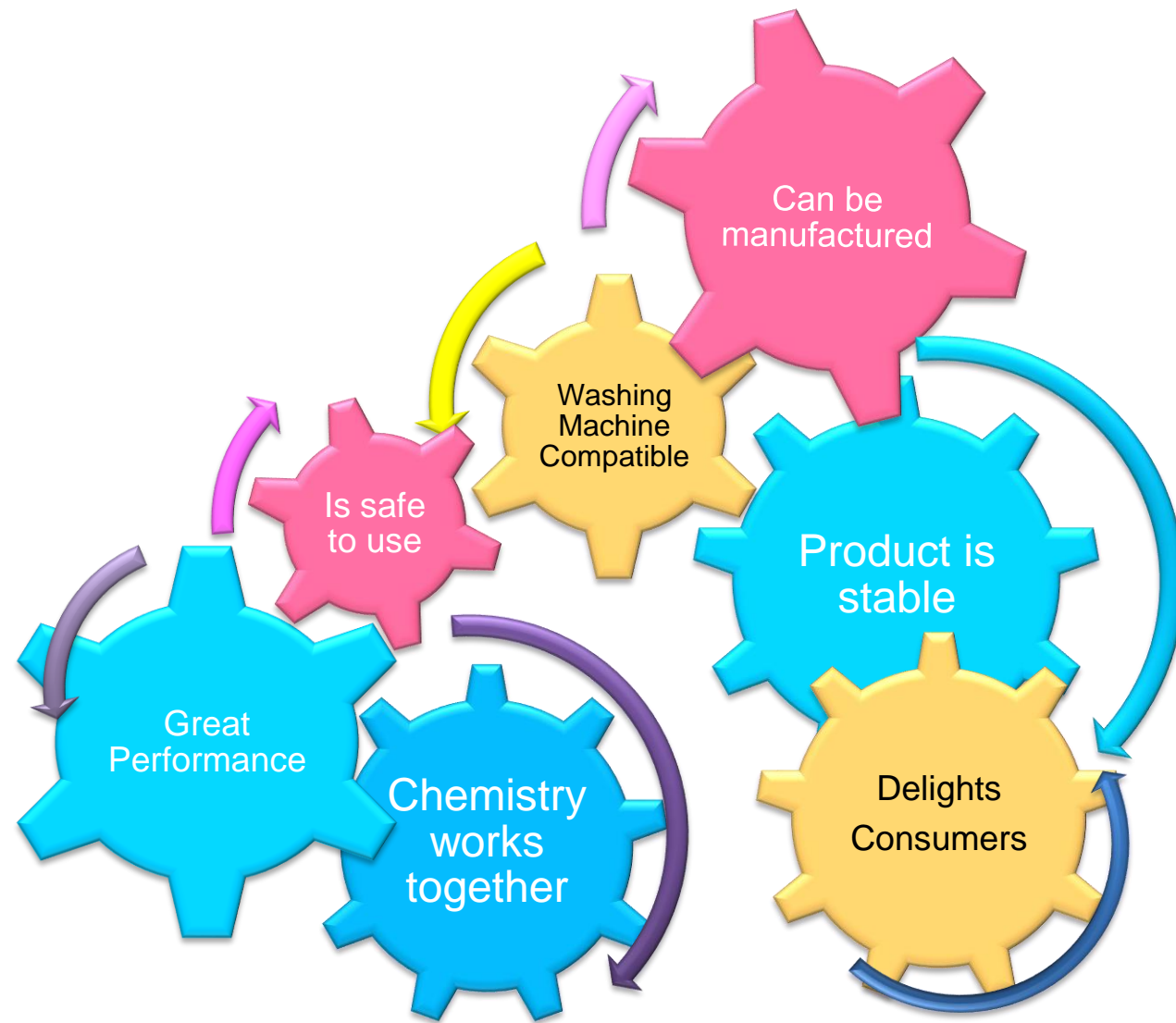
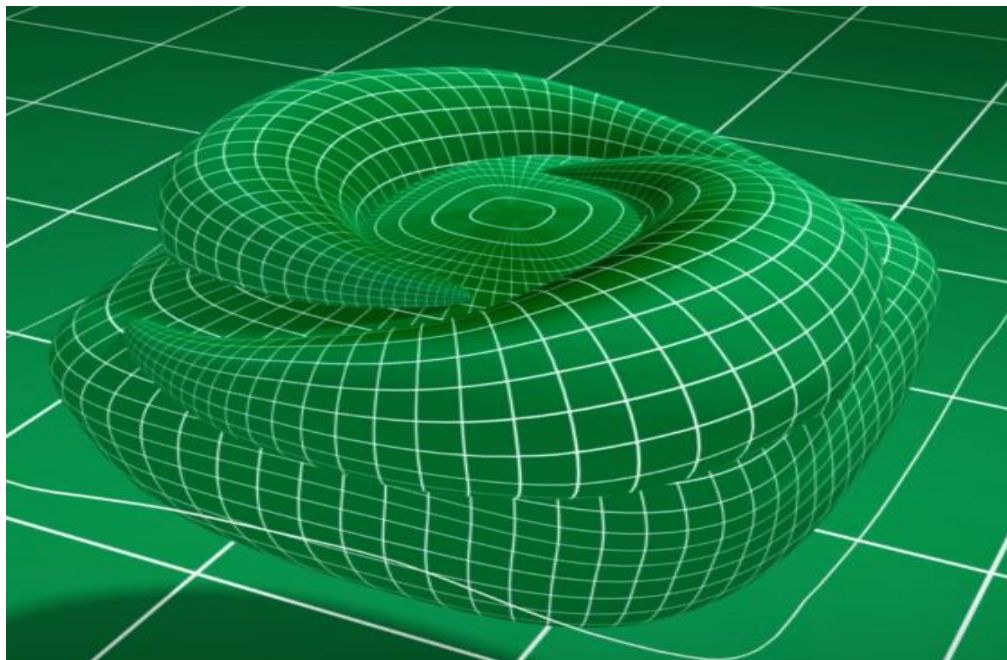
20ml given dose vs. telling to dose at
20ml (vs. traditional 40-80ml)



POD Innovation: Technical Challenges 创新的洗衣凝珠

| | Traditional Liquids | Liquid Packs |
|---------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Product Package |  |  |
| Surfactants (%) | 15-20 | 35-50 |
| Builders (%) | 2-5 | 15-25 |
| Performance Additives (%) | 1-3 | 3-8 |
| Solvent & Stabilizer (%) | 3-8 | 15-25 |
| Water (%) | 60-80 | <10 |

Distinctive Design 独特的设计



Extensive R&D Work 充分的研发

8 YEARS IN DEVELOPMENT

OVER 100 R&D EXPERTS

5,000 CONSUMER VISITS

8 TONNES OF LINEN TESTED

Consumers Love PODS

优异的消费反馈

- **Convenience for consumers**
- **Environmental sustainability benefits**



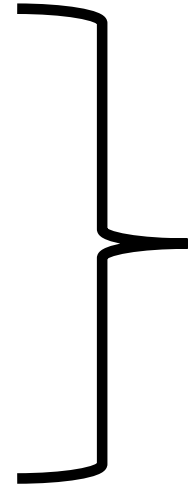
Innovation Triggered Challenges



Lack of children access control and parents education
儿童存取控制不足



Inappropriate product storage or misuse
产品储存或使用不当



Accidental ingestion and eye exposure amongst children
意外的误食和眼睛暴露

- Similar issues in multiple markets
- Most happen to children <3 years
- Emotional consumer reactions

Industry Association PSP in Europe



Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien
International Association for Soaps, Detergents and Maintenance Products

A.I.S.E. PRODUCT STEWARDSHIP PROGRAMME FOR LIQUID LAUNDRY DETERGENT CAPSULES

➤ **Product** 产品设计

Reduced visibility of capsules

Restricted access to capsules by small children

➤ **Product Information & Communication** 消费者沟通

On-pack communication

Consumer communication campaign

Communication activities reporting

➤ **Engagement with Poison Control Centres** 系统性研究

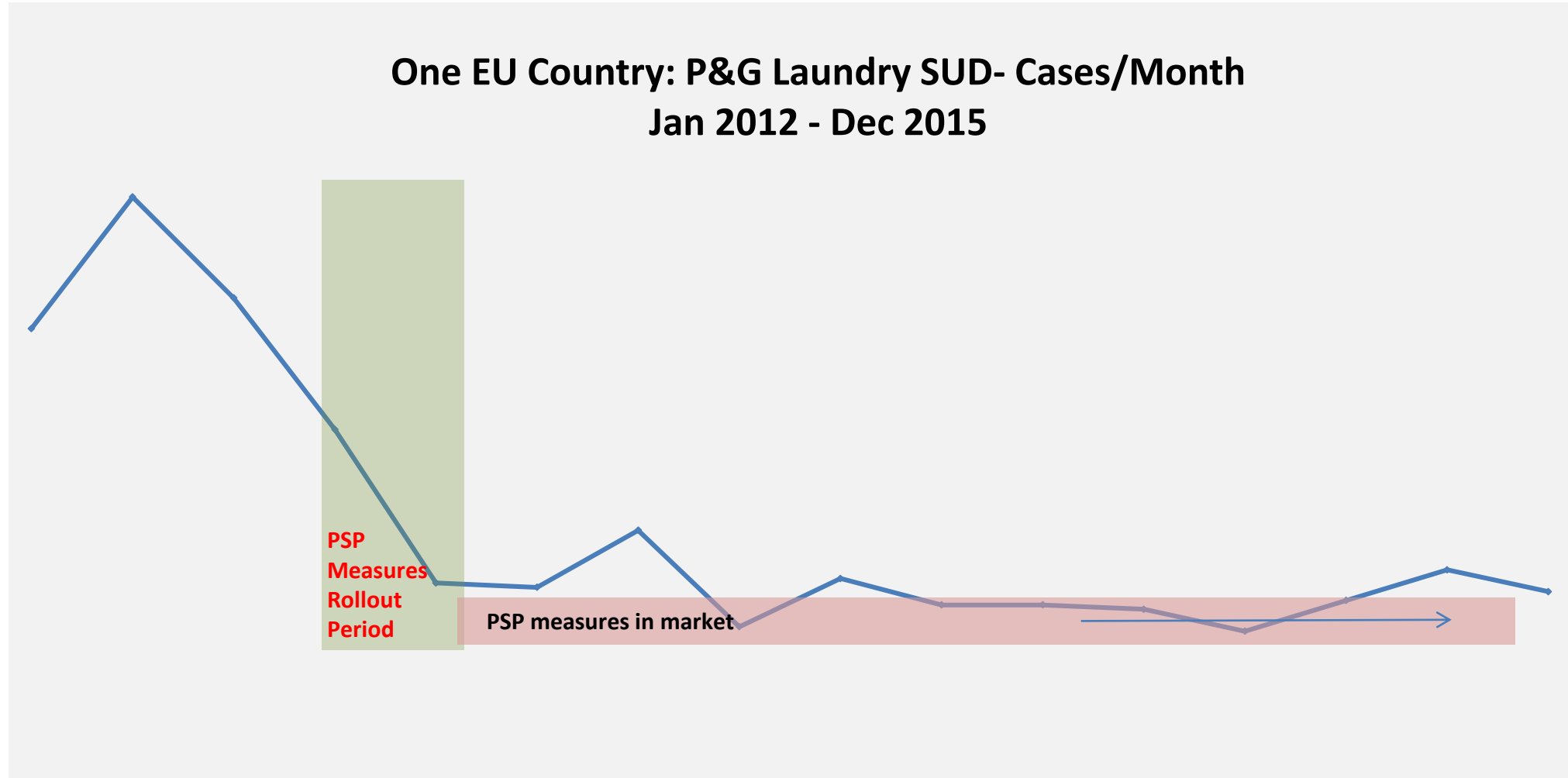
Harmonised product information sheet

Accidentology



**Keep away
from
children.**

Significant Improvement after PSP



Learning for China Industry 经验和体会

- 消费者第一 Consumers are always 1st priority
- 创新和挑战并存 Challenges come together with new innovation
- 协同应对，打造健康行业 Industry act together to protect consumer, enable innovation, and develop responsible industry