

**For immediate release**

## **New consumer website encourages Canadians to ‘concentrate on the future’**

*Concentrateonthefuture.ca provides information on more sustainable laundry choices*

**TORONTO, January 28, 2008** – Research has revealed that the environment is a priority for the majority of Canadians. But for busy consumers, it’s sometimes difficult to find simple ways to make a difference. A new Canadian website, [concentrateonthefuture.ca](http://concentrateonthefuture.ca), provides some simple solutions that people can implement while doing an everyday household task – their laundry.

The website is part of a national education campaign to educate consumers on the environmental benefits of choosing concentrated liquid laundry products. Two or three times smaller than original containers, concentrated liquid laundry products provide cleaning power with the same number of loads as before but in smaller packages. Also, these products require less material to make and take up less space in shipping containers meaning a reduction in energy used in manufacturing and transportation. Finally, concentrated laundry products contain less water in each bottle so less water is used in manufacturing.

According to a 2007 Ipsos Reid survey, when purchasing liquid laundry detergent, 71 per cent of Canadians consider reducing overall packaging waste as the number one environmental issue. Despite this, only 39 per cent are currently using concentrated liquid laundry detergent.\*

[Concentrateonthefuture.ca](http://concentrateonthefuture.ca) is supported by a multi-stakeholder consortium comprising organizations at every point in the laundry detergent life cycle – from manufacturing to use to recycling. Partners include: Canadian Consumer Specialty Products Association, Canadian Energy Efficiency Alliance, Canadian Federation of Independent Grocers, Packaging Association of Canada, Retail Council of Canada and the Soap and Detergent Association of Canada.

“Canadians want to reduce packaging waste,” says Shannon Coombs, president, Canadian Consumer Specialty Products Association. “The 2X and 3X concentrated liquid laundry products provide that option. Our members want to inform consumers that, by making a small change in their laundry habits, they can have an impact on our environment.”

According to Jim Downham, President and CEO, Packaging Association of Canada, the benefits of switching to concentrated liquid laundry product are substantial: “Smaller containers are easier to carry, pour and store and there’s less packaging in the recycling bin.”

“From a retail perspective, it is important for us to respond to the demands of environmentally-conscious consumers” says Retail Council of Canada President and CEO Diane J. Brisebois. “We also need to educate and encourage Canadians to make more sustainable purchasing decisions when they are shopping in our stores.”

The website is launching after an extensive consultation outreach initiative to stakeholders in the areas of manufacturing, retail, consumer interest, waste management and transportation. An important theme of the consultations was the need to educate consumers on the environmental benefits of concentrated laundry products so they can make informed decisions when shopping.

P&G Canada provided initial support for this consumer education campaign, as part of a broader industry commitment to work towards a sustainable future for Canadians by providing safe and beneficial products that improve their lives every day.

For more information, visit [www.concentrateonthefuture.ca](http://www.concentrateonthefuture.ca).

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*\* These are the findings of an Ipsos Reid poll conducted on behalf of Compaction from June 21 to 25, 2007. For the survey, a representative randomly selected sample of 1240 Canadian adults, who are also principal grocery shoppers in their homes, was interviewed online. With a sample of this size, the results are considered accurate to within  $\pm 2.8$  percentage points, 19 times out of 20, of what they would have been had the entire adult population between the ages of 25 to 54 and who are also the primary grocery shopper in their homes been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population.*