



WHY ARE CONSUMERS ABANDONING TRADITIONAL LIQUID LAUNDRY DETERGENTS?

Heavy jugs of liquid laundry detergent are being replaced by small cardboard envelopes of dehydrated laundry detergent strips. Here is why:

Unlike 9 pound plastic jugs, the new detergent strips (6 oz.) are lightweight and easier to handle.

Pre-measured detergent strips eliminate guesswork, gooey measuring lids, and accidental spills. Place a pre-measured detergent strip at the bottom of the washing machine and add laundry. The strip dissolves when the cycle starts.

Laundry strips are less expensive per load than traditional liquid soaps.

Detergent strips clean laundry effectively. Some brands are better at removing stains than others.

Strips offer familiar options such as normal, heavy soil, delicate, scented/non-scented, sensitive skin, etc.

Detergent strips are packaged in 100% recyclable cardboard. Discarded plastic detergent jugs are piling up in huge landfills. A small percent are recycled.

Shipping dry strips creates fewer emissions than shipping heavy liquid-filled jugs.

Many brands of laundry strips are now available in local stores and online.

Compare brands for performance, price, and eco-friendly ingredients. Choose options that are biodegradable and safe for septic systems - and the earth.