

RECKITT LAUNCHES PAPER-BASED PACKAGING FOR FINISH WITH 75% LESS PLASTIC

- Move contributes to Reckitt's ambition to halve the amount of virgin plastic in its packaging by 2030
- Finish's paper-based packaging is expected to eliminate over 2,000 tonnes of plastic and reduce CO2 emissions by 15% once roll out is complete

LONDON, 20th October 2022 - Consumer goods company Reckitt is launching paper-based packaging for Finish, a first for automatic dishwashing products, that will reduce plastic by 75% in its stand-up pouch. Once fully rolled out, this packaging innovation will help to eliminate more than 2,000 tonnes of plastic every year, equivalent to 50 million 1-litre bottles.

Packaging for dishwasher tablets must be sealable, durable and water resistant, so using paper has traditionally been difficult. However, by working in partnership with innovative packaging experts, Mondi, the new Finish packaging has successfully replaced three-quarters of the plastic with responsibly sourced paper. The remaining plastic is used to strengthen the paper structure and provide protection to ensure the quality and safety of the Finish product as well as a re-closable seal.

As well as reducing plastic, the new packaging is expected to generate 15% less CO2 emissions across the packaging lifecycle versus prior versions – from its manufacturing and increased recyclability.

Finish's new packaging will launch exclusively with Carrefour in France, hitting shelves in over 1,200 stores in mid-November. Any adaptations required following the initial market launch will be incorporated before its roll out in other countries over the next few years.

This innovation is the latest milestone in the journey for Reckitt, whose ambition is to halve the amount of virgin plastic in its packaging by 2030, and specifically for Finish, the world's largest automatic dishwashing brand.

- 2019: Finish removed non-recyclable plastic laminates from its stand-up pouch, replacing them with a recyclable film;
- 2021: Finish became the first dishwashing tablet brand to incorporate a minimum of 30% recycled plastic into its recyclable pouch and rigid packaging;
- 2022: Finish becomes the first automatic dishwashing product to develop paper-based packaging.

Angela Naef, Chief Research & Development Officer at Reckitt said: "Removing plastic from our products is a priority across all Reckitt brands. We are always looking at new and innovative ways to improve sustainability in our products and we are committed to pioneering further packaging innovation. One of Reckitt's sustainability ambitions is to reduce virgin plastic in our packaging by half by 2030. It's an ambitious challenge, but we are confident on the progress we are making."

Gonzalo Balcazar, Global Category Vice President at Finish added: "This latest design represents our commitment to build better future solutions, not just for cleaner dishes but for a cleaner, more

sustainable world. The paper-based solution ensures that Finish customers can enjoy the same product they know and love, with the added benefit of doing something for the environment."

Olivier Seux, Head of Global Key Accounts at Mondi said: "With Reckitt, we were able to develop a paper-based packaging solution that reduces plastic usage while still providing the necessary product protection. This project is a great example of Mondi's belief in using paper where possible, plastic when useful. The packaging has been designed with sustainability in mind to minimise the impact on the environment. We look forward to working with Reckitt to continue to test and develop solutions that help them achieve their sustainability goals."

Bertrand Swiderski, Chief Sustainability Officer at Carrefour said: "We are pleased to see Reckitt innovating to make their packaging more sustainable. Every effort counts. At Carrefour, we encourage our suppliers to lead the industry forward."

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Every day, more than 20 million Reckitt products are bought globally. We always put consumers and people first, seek out new opportunities, strive for excellence in all that we do and build shared success with all our partners. We aim to do the right thing, always.

We are a diverse global team of c. 40,000 colleagues. We draw on our collective energy to meet our ambitions of purpose-led brands, a healthier planet and a fairer society. Find out more, or get in touch with us at www.reckitt.com

* Reckitt is the trading name of the Reckitt Benckiser group of companies