

## Unilever to use Zotefoams's MuCell® Extrusion technology for its Dove Body Wash Bottles in Europe

**22 Apr 2014** – Zotefoams, a world leader in cellular material technology, is pleased to note today's announcement by Unilever that Unilever's Dove Body Wash bottles will contain 15% less plastic as a result of a breakthrough packaging technology based on Zotefoams's MuCell Extrusion microcellular technology.

The full text of Unilever's announcement follows:

### UNILEVER LAUNCHES BREAKTHROUGH PACKAGING TECHNOLOGY THAT USES 15% LESS PLASTIC

Newly developed MuCell® Technology will first feature in Dove Body Wash bottles in Europe, saving up to 275 tonnes of plastic a year London/Rotterdam, 22 April 2014. Dove Body Wash bottles will contain at a minimum 15% less plastic as a result of a newly developed packaging technology launched by Unilever today. Unilever intends to widen the availability of this technology to be used more broadly across the industry. The new technology represents another substantial contribution to the target set out in the Unilever Sustainable Living Plan to halve waste footprint by 2020.

The MuCell® Technology for Extrusion Blow Moulding (EBM) was created in close collaboration with two of Unilever's global packaging suppliers, Alpla and MuCell Extrusion. It represents a breakthrough in bottle technology: by using gas-injection to create gas bubbles in the middle layer of the bottle wall, it reduces the density of the bottle and the amount of plastic required.

The technology will be deployed first in Europe across the Dove Body Wash range, before rolling the technology out. With up to 33 million Dove Body Wash bottles sold across Europe in 2013, the new technology stands to save up to 275 tonnes of plastic a year; whereas a full roll-out across every Unilever product and packaging format could save up to 27,000 tonnes of plastic and contribute significantly to the target set out in the Unilever Sustainable Living Plan to halve waste footprint by 2020.

Unilever will waive specific exclusivity rights by January 2015 so that other manufacturers can start to use the technology across their brands and products.

#### Paul Howells, Vice President R&D Packaging at Unilever explains:

*"We're always on the search for new technologies that can help us achieve our ambition to build a more sustainable business and halve our environmental footprint, and working with our two partners, we've created a unique technology that will transform our portfolio. But there's only so much that Unilever can achieve on our own; and by opening up access to other manufacturers we will really start to see an impact. We very much hope that our peers in the industry will take advantage of this technology too and apply it to their products."*





**Mark Lindenfelzer, President of MuCell Extrusion LLC, said:**

*“MuCell® Technology is an exciting innovation. Whilst consumers won’t see any difference in the bottles, the impact on the environment will be very real. We’re delighted to be part of this development and believe that it marks a real shift for manufacturers who want to behave responsibly.”*

On 28 April 2014, the Unilever Sustainable Living Report 2013 will be published, and it will confirm that Unilever’s total footprint from packaging waste to landfill has reduced (-11%) as a result of efficient pack designs and the disposal of sauce brands with large waste footprints. All packaging with this technology will remain 100% recyclable.