

Albaad Presentation

September 2023 About Albaad The World Of Wipes Sustainable Wipes Packaging



About Albaad



Diverse Product Range – Household and PC

Albaad

Home Care 🕮

Wipes Disinfecting / All Purpose Cleaning / Windows / Floors / Furniture / Automotive

Hygiene 🖄

Wipes Moist Toilet Paper- safe to flush, 100% plant-based Adult Care Fem Care

Intimate Wipes

Baby Care 🕮

Wipes Based formulas 99% purified water, hypoallergenic, scented and unscented Rich Lotion

Cosmetics

Wipes Makeup Remover / Hydrating / Exfoliating (abrasive) / Anti-aging



Albaad's Production Sites







- ✓ Help to avoid Supply chain disruption
- Back up plan in case of disruption in one of our facilities
- ✓ Sufficient capacity in case market needs fast growing
- Nonwoven Production Albaad produces majority of its own nonwoven consumption



- ✓ Team Leader (Ph.D.)
- ✓ local quality teams in each site
- Albaad invested heavily in quality improving water systems, cleaning systems, and more
- ✓ Some of the A brands have dedicated QA managers on Albaad's sites



- Identify and adjust the needs of each customer
- Highly qualified team well experienced with A brands needs
- Well informed on innovative raw materials (fabrics, laminate, Chemicals), products and customers trends worldwide



- Well trained and highly educated (Ph.D.) corporate's team – led by PhD.
- ✓ Focuses on innovation
- Expertise in all production chain Fibers, Fabrics and End-Products



- Dedicate a corporate team to following all regulation trends globally
- Advising on regulatory developments, optional marketing claims, and sustainability
- ✓ Fully Certified sites assuring that all sites meet the relevant regulatory requirements
- ✓ Meets Flushable standards for relevant wipes



- ✓ We have available today fabrics from Natural fibers (Biodegradable, compostable, etc..)
- Recycled laminate or made from recyclable materials
- ✓ Albaad is investing €50M in an additional fabric line that will be able to produce fabric from natural fibers for all wet wipes categories.





North America: € 61 M
South America: € 7 M
West Europe: € 60 M
Central Europe: € 227 M
Eastern Europe: € 18 M
Israel: € 33 M

Total Sales ~ 400M €



World Of Wipes



What Are Wet Wipes?

Definition: Wet wipes are disposable, pre-moistened cloths used for cleaning, personal hygiene, and sanitizing.

They are typically made from nonwoven fabrics and are impregnated with a liquid solution.





Albaa



Wet wipes have become an essential part of our daily lives, in various scenarios, why?





The History of Wet Wipes

The concept of wet wipes dates back to ancient times when people used water-soaked cloth for cleaning.

Modern wet wipes were first introduced in the 1950s as baby wipes.





Disposable wet wipes have raised sustainability issues. It is a single used product that contain plastics, making them non-biodegradable. Improper disposal can lead to environmental pollution.

Manufacturers are addressing environmental concerns by:

- Developing biodegradable wipes
- Using eco-friendly materials
- Design wipes with minimal packaging
- Encouraging proper disposal
- Low carbon footprint packaging





Wet wipes have come a long way since their inception, serving a wide range of purposes.



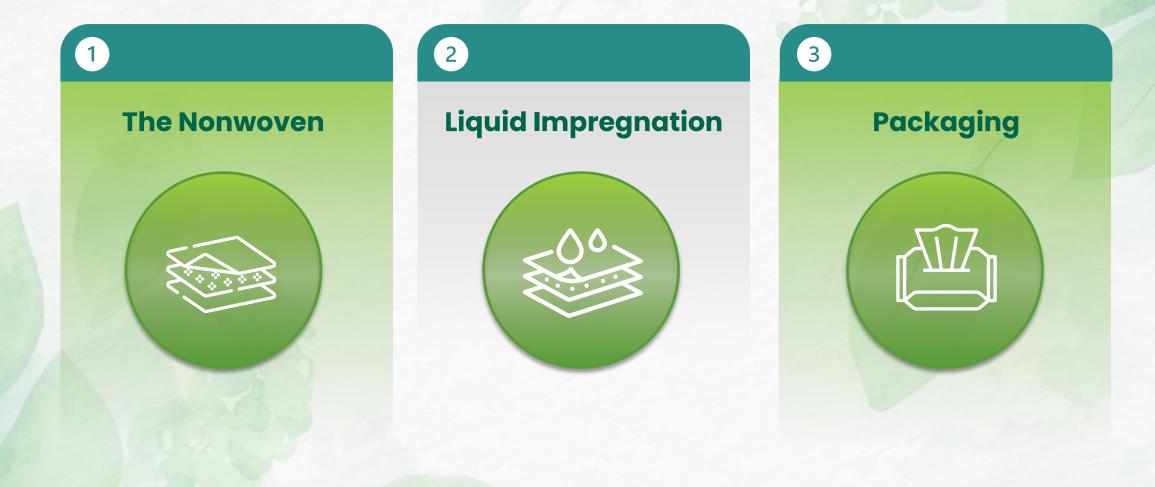
Their convenience is undeniable, but sustainability concerns call for responsible usage and disposal.



The future of wet wipes lies in their ability to balance convenience with environmental responsibility.



Each wipe has 3 pillars in design:





Common Wipe Packaging

Current common primary packaging: Flexible pack – Laminate – PE/PET composition

It's suitable to have the advantages:

- Protection: Serve as a protective barrier, guarding products from damage during product life cycle.
- Safety: Packaging plays a crucial role in ensuring the safety of both the product and the consumers.
- **Convenience**: Makes wipes easier to handle, transport, and use.
- Information: Provides essential information about the product.
- Search and a searc
- Shelf-Life Extension: Gives reasonable shelf life
- **Transport and Logistics**: Efficient in transportation vs other options
- **Regulatory Compliance**: Fulfill
- Cost Efficiency: Efficient packaging designs reduce material and production costs vs other options
- The main disadvantage <u>Not recyclable.</u>



Sustainable Wipe Packaging



Packaging - The most challenging design part in sustainable wipes.

The Need for Sustainable Packaging is due to the facts:

- Single used product generates significant waste, primarily due to non-recyclable packaging.
- Consumers and regulators are increasingly demanding ecofriendly alternatives.

Sustainable packaging in the wipes industry is driven by :

- Servironmental concerns
- Consumer preferences
- Regulatory pressures
- Recognition of the benefits of eco-friendly practices



Embracing sustainable packaging not only addresses these concerns but also positions companies for long-term success in an increasingly eco-conscious marketplace.



Innovative Sustainable Packaging

Recyclable Materials

Designing wipe packaging with materials that are easily recyclable. Common recyclable options with clear recycling codes



Minimalist Design

Simplifying packaging design to reduce materials used. Smaller packaging minimizes waste and transportation emission.

Refillable Containers

Encouraging the use of durable, refillable containers for wipes. Consumers can purchase refill packs to reduce single-use packaging.

Using Recycled Materials

Using post-consumer recycled (PCR) materials for packaging. Demonstrates commitment to the circular economy.

Eco-Friendly Inks and Labels

Choosing eco-friendly inks and labels for printing packaging. Reduces the environmental impact of printing.

Biodegradable Materials – Challenge to implement on a wet wipe product Utilizing biodegradable materials for wipe packaging.



Benefits & Challenges of Sustainable Packaging

Benefits

- Reduced carbon footprint
- Enhanced brands reputation and can highlight the achievements for better customer feedback.
- D Meeting consumer preferences
- Compliance with evolving regulations

Challenges and Considerations

- Provide a good packaging for a reasonable life cycle.
- Need for suitable sustainable packaging per each country, i.e. routes of recyclability, regulations
- Cost considerations, new raw materials, new production tools.
- Ensuring packaging functionality in use
- Need to fulfill consumer education on disposal.



Are the options suitable to wet wipes which need a good barrier during product life cycle and need a food contact packaging for some segments for example?



Sustainable packaging for wipes is a critical step towards reducing environmental impact.
 Companies must innovate, collaborate, and invest in eco-friendly packaging solutions.

Together, we can make a difference in the wipes industry's sustainability journey.



Thank you for your attention

I'm open to questions or discussions on wet wipes & sustainable packaging for wipes.