

Wipes Industry Associations Support \$700,000 Fine of Pental

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Wipes that do not pass industry standards should not be marketed as pushable



The recent news that the Australian Competition and Consumer Commission (ACCC) fined Pental \$700,000 for falsely claiming its White King wipes were pushable was welcomed by INDA and EDANA, the leading North American-based and European-based trade associations for the nonwovens industry dedicated to advancing education and technology in the wipes category.

INDA and EDANA have worked with leading industry and wastewater experts to develop a comprehensive battery of tests that ensure a wipe intended to be marketed as “pushable” is compatible with the wastewater system after it is pushed.

“There are rigorous testing procedures for pushability and Pental’s product did not pass those tests and should have been clearly marked with a “Do Not Flush” symbol per our Code of Practice for labeling,” said Dave Rousse, president of INDA. “A thorough review of White King wipes revealed that the product had not undergone pushability claims testing, and recent industry testing has shown that the product does not pass the stringent Edition 3 Flushability Guidelines (GD3) of INDA and EDANA. This type of behavior hurts responsible manufacturers because some consumers and regulators will unfairly attribute those failures to the entire category of pushable wipes.”

