

## MEMO March 2018



### EDANA emphasises the importance of the strict implementation of the voluntary labelling code of practice for wet wipes

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**13<sup>th</sup> March 2018 Brussels** - Seven months before the industry-agreed deadline, whereby all wet wipes placed on the market should comply with the revised voluntary Code of Practice (CoP), it is essential for all interested parties to keep in mind the rationale and importance of the whole effort and why it matters.

#### Key points

- The CoP was launched by EDANA on January 30<sup>th</sup>, 2017 on behalf of the industry, with an agreed implementation date of October 30, 2018, allowing a full 21 months to enact the agreed changes.
- Companies that comply will be seen as acting responsibly and helping to improve the overall image and perception of the industry. **Quite simply, this is responsible industry product stewardship.**
- Any non-compliant pack of wipes found on shelves after the 30<sup>th</sup> October deadline may trigger not only negative media and damage stakeholder reactions, but also longer-term consequences such as unwarranted legislation and/or queries and challenges to individual companies or the industry as a whole. **Adherence to this Code of Practice is the best deterrent to regulation.**
- The Do Not Flush Label has to be prominent on all non-flushable wipes, not just baby wipes, as other wet wipes categories can also be confusingly perceived by some consumers.

The CoP is meant to guide companies in doing the right thing and prevent companies from behaving irresponsibly, from contributing to issues in the sewer system, including flooding and blockages, which frequently garner unwelcome media coverage and wider scrutiny.

**This CoP was initiated by the industry, for the industry and without legislative pressure.** Non-adherence may inevitably result in legislation and could make the industry look weak, hence the interest to show our responsible care, driven by our own mission and values.

The spirit of the CoP is that all wet wipes that are likely to be flushed (this includes cosmetic wipes that are often used in a bathroom setting) should be clearly labelled to inform the consumer twice: when using the wipe (near where the wipe is extracted from the pack) and upon purchase (in the case of baby without having to handle the pack at the Point of Sale).

EDANA is in touch with various stakeholders to mitigate the issues that result from inadequate disposal of wet wipes and these stakeholders look forward to seeing the impact of the CoP. Should implementation by the deadline be in doubt, this impact (and our relationship with other stakeholders) will obviously be weakened. **As part of a responsible and sustainable industry, all companies need to deliver.**

Please be assured that EDANA is available to answer any questions about the interpretation and implementation of the CoP, or to discuss this topic in more detail.