Circular Case Study: Splosh

The Challenge

- Detergents and other cleaning fluids are needed in all areas of life - personal hygiene, clothes and dish washing.
- The fluids are high usage items (called Fast Moving Consumer Goods FMCG in business jargon), that create vast amounts of waste.
- Not the fluids themselves which these days are designed as ‘bio-benign’, but the containers.
- The containers could be designed to be recycled, but this presents challenges in regard to collection, sorting (different plastics get mixed up into the same container) and cleaning/contamination.
- Recycling also means energy and resources are lost in producing the container.
- What would be a more circular approach to the design and sales for a cleaning fluid company?

The Solution

- Splosh have created a new business model that combines durable reusable bottles and soluble refills.
- New customers receive a one-off starter pack containing a range of bottles for different detergent uses
- To refill the bottle, insert a concentrated sachet, which can be dissolved using warm water.
- Counterintuitively, by using slightly more plastic in each bottle (+30%) can reduce overall plastic use as a more durable bottle, facilitates reuse.
- A bottle reused 20x, reduces packaging waste by 95%
- The devil is in the detail - the box used to deliver the refills is designed to fit through a letterbox.

To find out more visit: https://www.ellenmacarthurfoundation.org/case-studies/how-re-thinking-the-business-model-for-cleaning-products-can-influence-design