



Splosh

Take a look at the ingredients printed on the back of any liquid home cleaning or laundry product. The first named ingredient is water (otherwise known as 'aqua'). It is typically between 70% and 95% of the whole formulation. In other words, you are mainly buying water.

But the water that's in those bottles could just as easily come out of your tap – it's the same stuff that's in the product. And if it does come out of your tap, which is the Splosh way of doing things, you are making a big contribution to the environment. Does anyone seriously think it makes more sense to transport water in lorries rather than it flowing through pipes?

Splosh is an eco-cleaning company that have remodelled the traditional processes of selling and using homecare and cleaning products. Angus Grahame set up Splosh in 2012 with the goal of selling cleaning products, which aren't harmful to the environment whilst reducing the amount of plastic waste produced from the products' packaging.

Splosh sells customers a one-off 'starter box', containing a range of simply designed bottles. Concentrated cleaning fluid is added to the bottle with warm tap water to create cleaning products. Bottles can be used repeatedly, with concentrated fluid refills delivered in boxes through the post. The boxes are small enough to fit through the letter box, which makes them convenient for delivery and easy to store.

The refills come in two types:

- Dissolvable sachets with concentrated solution inside. They are placed whole into the bottle, and then water is added. After being left for a minute or two the product is ready to use.
- Pouches with a screw-top spout opening to pour the liquid into the bottle. The pouches can then be sent back to Splosh for refilling.

Why Splosh?

Powerful eco-cleaning

Many eco-cleaning products offered by other brands may be environmentally friendly, but often fall short in terms of actually working as a cleaner. In addition to this being frustrating, it is also wasteful as more product is used in an attempt to get desired results.

At Splosh, products are first tested under laboratory conditions, and then in real home environments.

The products are only offered on sale on the website when Splosh are satisfied that they 100% work.

Ingredients

Splosh's products achieve great cleaning results without containing toxic ingredients.

They mainly use plant-derived ingredients in most of their formulations. Splosh believe that if an ingredient is natural, it is ultimately a more sustainable option than sourcing a synthetic (man-made) alternative.



However, sometimes, when there is no viable natural alternative, Splosh do include synthetic ingredients in their formulations. These synthetic ingredients are carefully researched, and only ones found to be non-toxic to humans and the environment are used. Some have even less environmental impact than their natural alternatives.

Ingredients kept out of formulations include caustics (corrosive chemicals), animal products (they are a vegan friendly company), and EDCs (Endocrine Disrupting Chemicals).

So every ingredient that makes it into Splosh's products is the best and most sensible option for the environment.

Biodegradability

As cleaning products ultimately end up going down the drain, Splosh make sure that every ingredient used in their products breaks down quickly and completely after use.

Zero plastic waste

Packaging waste

Typically, the most abundant ingredient in homecare and cleaning products is water. Adding water to the products before transport adds unnecessary weight and bulk.

This is why Splosh have chosen to sell their products as concentrates to use in refillable bottles; you just add the water yourself from the tap at home.

This system is better for the environment in two main ways.

- Carbon footprint: By reusing a bottle 20 times, transport CO₂ emissions are cut by up to 95%, as both weight and space are saved by cutting out the water in delivered products.
- Waste reduction: As the bottles provided in the starter pack are refillable, less waste is sent to landfill, and energy that would be needed for recycling processes is saved.

An added bonus to cutting out the water, packaging, and supermarkets is that Splosh products are great value for money.

Circular Economy

Splosh was created from the idea that there must be a way to sell household cleaning and care products without producing a huge amount of plastic waste.

The usual 'one time sale' model of buying cleaning products from supermarket shelves is wasteful: The cleaning products' plastic containers are disposed of after the products' use, even though they are usually in perfectly good condition. Replacing the cleaning product means buying a brand new plastic container.

Even if the plastic container is recycled, it would still be more environmentally friendly to reuse the container. Recycling plastic is more energy-intensive than most people realise, especially when containers are made of mixed types of plastic. The diagram below shows what happens to typical plastic containers after use.





Re-thinking the linear economy

This linear process of **buy** → **use** → **dispose** is neither economically or environmentally friendly.

Splosh have redesigned this linear process of using cleaning products into a circular process that produces zero plastic waste.

The first steps to achieving zero plastic waste meant a complete redesign of the standard way household cleaning products are sold.

The main challenge faced was in finding chemists that had suitable expertise to create a completely new, concentrated form of cleaning fluids and the dissolvable sachets to package them in. Polyvinyl alcohol (PVOH), a dissolvable material used in a variety of industries, was chosen. PVOH is especially useful as the sachet material, as once it dissolves it actually improves the performance of the product by adding viscosity (thickening the product) and mildly increases the cleaning action of the mixed solution. This is because PVOH breaks down into acetic acid (the main component of vinegar, which is often used in cleaning products) and then into carbon dioxide and water.

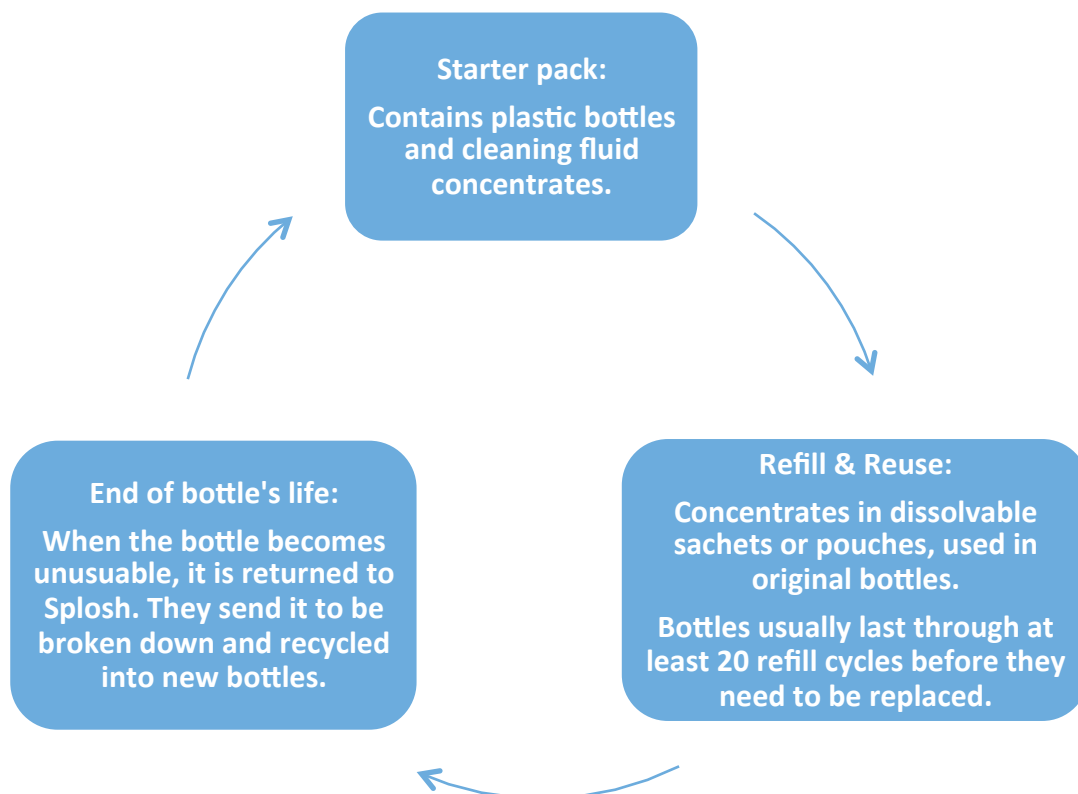
Splosh discovered that not all their concentrates can work in the PVOH sachets; they may contain ingredients that react with and break down the PVOH. When this is the case, they use pouches with screw-

The circular Economy

One of the design principles of a circular economy is that biological and technical materials are separated regarding life-spans and disposal.





Often in the current model for cleaning products, biological and technical materials are supplied and treated as one; the plastic container is disposed of when the detergent is used up after a few months, even though it is still in perfectly good, usable condition. These plastic containers are usually manufactured to be sturdy and hardwearing, yet, at best, are processed through a traditional recycling route after just one use.

In the redesigned Splosh model, different methods are used to make the process of using single-use biological fluids and durable plastic bottles a circular system. The plastic containers are reused, and the biological fluids are sold as refills. The pouches some of the refills are supplied in are also reused.



In addition to helping the environment, Angus Grahame says that rethinking the business model and 're-writing the rulebook' on packaging has opened up other opportunities, for instance around marketing. Since they're not sold on a shelf, Splosh products don't have to be designed to fight for attention with other brands. In addition, the new relationship with the customer opens up a direct marketing channel, an extremely valuable way of communicating with users.

Splosh products

	<p>Our amazing washing up liquid is fab at grease cutting. The formulation took us many months to perfect and, in refill form, is the most concentrated washing up liquid in the world. You make it up at home simply by adding tap water to the bottle. All the ingredients biodegrade rapidly once they go down the plughole. The refill box contains a single pouch - enough to refill your bottle three times. You fill the bottle up to a mark, add water and shake - it couldn't be easier. A pouch costs £4.95 so the equivalent price is £1.65 for a 420ml bottle. Don't forget the pouches are also refillable - meaning zero plastic waste!</p>
	<p>Our kitchen cleaner works its little socks off to remove grease and stains from your kitchen. And with food around, it's good to know that we banned the nasty stuff from this formulation. When the bottle runs out, you'll find it eminently refillable.</p> <p>The refill box contains four concentrate sachets and costs £4.95. The sachets inside make up four 500ml bottles of kitchen cleaner, which equates to just £1.24 a bottle</p> <p>This fragrance is so fruity, you'd swear there were real pomegranates in the bottle (well there are natural essential oils in there after all).</p>
	<p>Our laundry powder has been tested against the best for stain removal and it came up trumps. You'll find it particularly good at cleaning grass and grease stains.</p> <p>Our clever cap pours the right dose of powder automatically every time. It will amaze you how little powder is needed - that's because our formulation is super-concentrated. We took out all the unnecessary stuff (why transport "filler" around the country?) so you're left with a washing powder with big biceps.</p>
	<p>The Splosh hand wash gel, aside from being the world's first to be made from a concentrate with a dash of water from your hot tap, has another claim to fame. It's one of the most moisturising hand wash gels you can find.</p> <p>The refill box contains eight concentrate sachets and costs £5.95. The sachets inside make up four 250ml bottles (two sachets go into one bottle), which equates to less than £1.49p a bottle.</p>



Useful websites:

www.splosh.com

<https://www.ecowatch.com/22-facts-about-plastic-pollution-and-10-things-we-can-do-about-it-1881885971.html>

<http://www.plasticpollutioncoalition.org/>

