



'Off the Shelf' Home Care Range

THE FUTURE OF SUSTAINABLE HOME CARE

Solid home care is growing as eco-conscious consumers, including the key Gen-Z and Millennial demographic, shift towards more **sustainable choices**.

Soapworks' new **'Off the Shelf' Home Care range** offers brands and retailers powerful solid bar cleaning products in a compact, high-performing, and environmentally friendly format.



Solid Home Care Bars – Key Consumer Drivers



SUSTAINABLE

Plastic-free and made with RSPO certified sustainable palm oil. Lower carbon footprint compared to liquid equivalents. Reduced water consumption through production. Readily biodegradable.



MULTIPURPOSE

Meets growing demand from eco-conscious consumers looking for environmentally friendly, multipurpose home care products.



TRAVEL-FRIENDLY

Compact, lightweight, and leak-free, solid bars are perfect for travel, aligning seamlessly with direct-to-consumer online retail.



468 million plastic cleaning bottles are thrown out every year in the UK!

Source: DS Smith



By 2025 there will be more plastic in our sea than fish!

Source: WWF

Solid Home Care Range

STAIN ERASE LAUNDRY BAR



High-performing stain removal and laundry bar for consumers looking for an eco-friendly home care solution.

- **Multipurpose** stain removal and laundry bar.
- **Powerful stain removal active** that works across a wide range of common stains.
- **Safe on everyday fabrics** like polyester and cotton.
- **White cotton fragrance** leaves clothes smelling fresh and clean.



Soap Base



RSPO-1106007



USAGE GUIDANCE



PRE-WASH STAIN REMOVAL

Prior to washing, wet the stain and gently rub the bar into stain. Repeat as required, then wash as normal.



LAUNDRY

Lather bar in basin of warm water and wash as normal. Apply bar directly to any stubborn stains.

ECO-ESSENCE ORGANIC HOME CARE BAR



Certifiable to the
COSMOS Organic Standard

Multi-purpose bar with natural, organic ingredients. Perfect for eco-conscious consumers.

- Ideal for **laundry, dishwashing, and surface cleaning**. Cuts through grease, dirt and stains.
- **Rosemary essential oil**, known for its antibacterial properties, combined with **kaolin clay**, helps tackle tough laundry stains.
- Doubles as a **nourishing hand soap** with soothing aloe vera.
- Cleans **makeup brushes** and **sponges**, enhancing hygiene and longevity.



Organic Soap Base



RSPO-1106007



USAGE GUIDANCE



LAUNDRY - Lather bar in basin of warm water and wash as normal. Apply bar directly to stubborn stains.



DISHWASH - Rub wet bar across brush, cloth, or sponge until soapy. Wash dishes as normal.



SURFACE CLEANING - Wet the soap and massage onto a wet cloth. Clean, rinse and dry surfaces as required.

Off the Shelf Range: Easy as 1-2-3

These products have already completed **stability** and **compatibility testing** and have the relevant **Product Safety Reports**, leaving you to focus on:



FORMULATION SELECTION

Select a product from our high-performing Home Care range.



BRAND PERSONALISATION

We will guide you on the best bar size, shape, and packaging format for the launch.



MANUFACTURE

Once the full product specification has been agreed, our NPD and Operations teams will work on bringing your product to life.



Looking for Sustainable Packaging?

Alongside our **plastic-free packaging formats**, we offer a range of **FSC-accredited** substrates, including sustainable cartons and paper wraps.



Carton



Paper Wrap



Soap Bases

Our soap bases are **carefully selected** for their sustainability, efficacy and performance benefits.



RSPO CERTIFIED PALM OIL SOAP BASE

Made from palm oil supplied under the RSPO Mass Balance (MB) supply chain model.



ORGANIC SOAP BASE

Made with sustainable, RSPO Identity Preserved (IP) organic palm oil, produced by our parent company, Daabon, giving full traceability and vertical integration.

READY TO LAUNCH THE NEXT **SOLID HOME CARE SENSATION?**

Let's Talk!

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