

Walmart Sells Only Concentrated Liquid Laundry Detergent

On September 26, 2007, former Walmart president and CEO, Lee Scott, announced a bold initiative to sell only concentrated liquid laundry detergent at U.S. Walmart stores, Sam's Club locations and Neighborhood Markets as part of its commitment to sustainability. Transitioning to only concentrated liquid laundry detergent demonstrates Walmart's unique position to drive change across an entire industry for the benefit of business, customers and the environment. We completed this goal in May 2008 and in 2009, expanded our efforts to bring more sustainable detergents to our Americas region.

Concentrated Liquid Laundry Detergent Background

Walmart initiated a project with Unilever in 2005 to dramatically reduce the packaging of its "all®" detergent to a 32-oz. bottle. In February 2006, Unilever unveiled "all® small-and-mighty," which is three-times concentrated, and contains enough detergent to wash the same 32 loads as a 100-oz. bottle. The success of this initiative led Walmart to work with suppliers throughout the laundry detergent industry, including P&G, Unilever, Dial, Huish and Church & Dwight, to transform their facilities and offer their own concentrated laundry detergent.

Concentrated Liquid Laundry Detergent Environmental Impact

Concentrated liquid laundry detergent has a positive impact on the environment. During the first three years of selling only concentrated liquid laundry detergent, we believe we will help the environment by:

- Saving more than 80 million pounds of plastic resin,
- Preserving more than 430 million gallons of water, and
- Reducing more than 125 million pounds of cardboard

Concentrated Liquid Laundry Detergent Consumer Benefits

We are still providing the same high-quality products while helping our customers reduce their impact on the environment.

- A single bottle of concentrated detergent washes the same number of loads as a standard 100-oz. bottle and with approximately half the water than the standard size.
- Smaller bottles eliminate bulk, requiring less storage capacity and shelf space.
- All detergent brands made the switch, still allowing customers to purchase their preferred brand.
- Many detergents launched new and improved formulas with the transition, increasing quality for customers.
- By conserving and eliminating excess water from detergent formulas, less detergent is required per load of laundry.

Improving Detergent in the Americas Region

Our Americas region also is taking steps to make its laundry detergent category more sustainable. In January 2009, we announced that all of the liquid laundry detergent sold in the Americas region will be at least two times concentrated by 2012 to reduce water use. In addition to working with suppliers to increase the amount of compact versions of laundry detergent they offer, we committed to reducing phosphates in detergents being sold in the region. Phosphate compounds are common chemical compounds that can impact aquatic ecosystems by stimulating the growth of algae that depletes oxygen in the water for fish and plants. We will require our suppliers to reduce phosphates by 70 percent in laundry and dish detergent by 2011 based on a 2009 baseline. We will measure this goal by calculating the total mass of phosphate content in detergents sold in the Americas per year.

To read more about Walmart's sustainability initiatives, visit walmartstores.com

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