



ENVIRONMENTAL STATEMENT



Naturemade© cleaning products have been formulated to meet the high demands of modern cleaning using the safest plant-based surfactants, having the least environmental impact.

Employed in this process is the latest research and best techniques available to assess raw materials, their source and their basis of sustainability. Goods are produced with the most energy-efficient strategy possible within a safe, innovative and compliant manufacturing and distribution chain.

Naturemade© stands for Kiwi ingenuity operating on the world stage – with the safest, high performing, and most compliant products possible – and then getting them into users' hands the most efficient way possible – offering the least environmental impact.



PACKAGING

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We use recyclable (HDPE Type 2) and preferably NZ produced packaging. Labels are also HDPE recyclable and utilise no-residue, easily & fully removable construction.

Containers can therefore be reused with minimal labour and effort, or be recycled with the labels still attached.



FORMULA SAFETY

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Our technical team and laboratory are constantly reviewing and refining product formulations to ensure they are made with the safest materials possible.*

Surfactants meet aerobically biodegradable standards under the EU Database or meet OECD test requirements. Formulations also meet or exceed Environmental Choice Licensing criteria within their category.

Fragrances used are in accordance with the International Fragrance Association (IFRA) code of best practice.

Only food grade dyes are used (as key safety-colour indicators). All formulations are septic tank-safe.



GOOD ECONOMY

IMPROVED ECONOMY & EFFICIENCY

Making use of bulk-refills assists in meeting a better cost-in-use than many current retail and some commercially offered products.



USER ASSISTANCE

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Helpful on-line demonstrations show how to best use Naturemade® products to minimise waste and maximise results. These also help prevent injury & accidents and offer tips and tricks for using the products more safely.



SUSTAINABILITY

ENERGY MANAGEMENT, LABOUR POLICY AND SUSTAINABILITY

Our business employs among the earliest approaches of its kind in our sector, toward a more sustainable long-term approach to almost everything we do – focusing in particular on energy and water management programs, worker safety and training. We use roughly half our plant water requirements from rain water captured off our roof. We are active members of the Sustainability Business Network, involving industry benchmarking, annual assessments and reviews.

* For a more comprehensive & detailed overview of the Naturemade® formulation strategy and further details on the Environmental Statement, please contact us.





By Clean**Brands**

Clean**Brands**®

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