

C!lean system concept



C!lean is a more sustainable laundry detergent solution. It is product/service system aiming to reduce the carbon footprint and landfill waste generated by current products. C!lean will offer detergent packaged in aluminium cans as well as refill stations in supermarkets to encourage reuse. Initially, the cans are manufactured from 100% recycled aluminium, they are then transported to a warehouse from where they are distributed to grocery stores. After a user purchases a C!lean can and runs out of detergent, they can either throw the can away – it will then be recycled by a third party and eventually remanufactured into a new can, or they can take it to a partner store to refill it at a refill station.