



**HYGIENE
& COSMETICS**

sappi

LAUNDRY DETERGENT SHEETS FROM NATURAL CELLULOSE



Sappi and Tru Earth | Netherlands



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When natural cellulose fibres are mechanically processed to their smallest components, they become highly fibrillated, creating a material with an extensive surface area and branched structure. This advanced form of cellulose, known as fibrillated cellulose, is branded as Valida by Sappi. It creates a 3D network with a greater surface area that can then be permeated with active ingredients. This ability to hold ultra-concentrated active ingredients is what brought Sappi Valida into partnership with its customer Tru Earth over 2 years ago.

The innovation being presented today by Sappi and Tru Earth is a laundry detergent sheet - a small strip made of cellulose and permeated with PVA-free, eco-friendly detergent, which is released on contact with water inside the washing machine. The whole product, including the packaging, is biodegradable. Hence no plastic jugs or dispensers in landfill or the ocean. And no transportation of heavy liquids.

The personal care and homecare market are undergoing a structural transformation towards delivering a more sustainable future, reinforced by regulatory trends and consumer demand. Upcoming EU microplastics regulations are particularly aimed at reducing synthetic polymers in cosmetics and detergents, creating a strong incentive for formulators to replace fossil-based, non-biodegradable ingredients. This regulatory

push further accelerates the phase-out of traditional rheology modifiers and strengthens demand for bio-based, biodegradable, microplastic-free alternatives.

Brad Liski, CEO, Tru Earth, said that his aim was that "in 200 years' time there will be no sign we ever existed." The vision of Sappi and Tru Earth is to co-create sustainable alternatives to fossil-based products. The idea of a laundry detergent in sheet format stemmed from a series of serendipitous events in Brad's life whereby he and some friends were discussing how to reduce the vast amount of plastic-based products and packaging in their lives.

