



# GreenTip

How Do You Measure Up?

## Buy Concentrates!

Consider buying laundry and household products in concentrated form. This significantly reduces the amount of packaging required and fuel used while maintaining product quality and effectiveness. Here are some statistics that prove the point:

In 2006, one laundry detergent manufacturer produced 3x concentrate detergents for consumer use. By selling the standard 40-load containers of its detergents in smaller bottles with less weight, the company saved 5 million pounds of plastic used to make the detergent bottles, 26.3 million square feet of cardboard used to package the detergent bottles in shipping containers, and 927,000 gallons of diesel fuel used to ship the detergent to retail stores. Translated into more understandable terms, the savings amounted to enough plastic to produce 40 million plastic water bottles, enough cardboard to cover 1,643 football fields and enough diesel fuel to make 5,100 trips across North America.



