



## **POLYMERALL'S FLEXIBLE PACKAGING FOR *PERSONAL AND HOUSEHOLD CLEANING PRODUCTS***

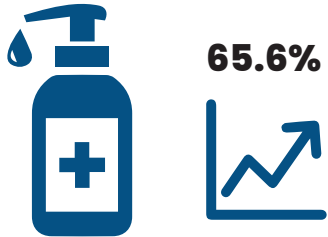
There's no denying that 2020 was a challenging year for all. However, these challenges have brought new opportunities for the household cleaning and beauty industries around the world. With a new focus on hygiene and home cleaning practices, the industry has engaged with consumers on a new level, through lifestyle as well as home care branding.



People are far more conscious of cleaning practices in their lives than ever before. With the pandemic came new considerations for personal cleaning necessities such as mobile phone sanitization and high touch surface disinfecting.

Not only that, with the stresses of lockdown and quarantine, consumers were looking to engage with personal and domestic cleaning as a form of self-care. Within a short year-and-a-half, consumers have quickly developed a vast knowledge base on the topic. With that knowledge has come a new, more sophisticated expectation for quality personal care products.

## INDUSTRY GROWTH STATISTICS



**65.6%**

Compared to the same time period of the previous year, rubbing alcohol's sales value rose by 65.6% during the week of February 29, 2020.

(Statista)

**2027- \$312,493,000**



**2019- \$163,981,000**

In 2019, the global household cleaning products market size was \$163,981,000. It is projected to reach \$312,493,000 by 2027.

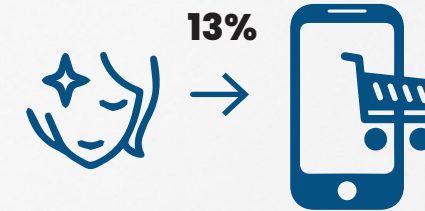
(FortuneBusinessInsights)



**\$41.69 billion**

The global hand wipes market has an expected growth forecasted from \$39.6 billion in 2020 to \$41.69 billion in 2021 at a compound annual growth rate (CAGR) of 5.3%.

(ResearchAndMarkets)



**13%**

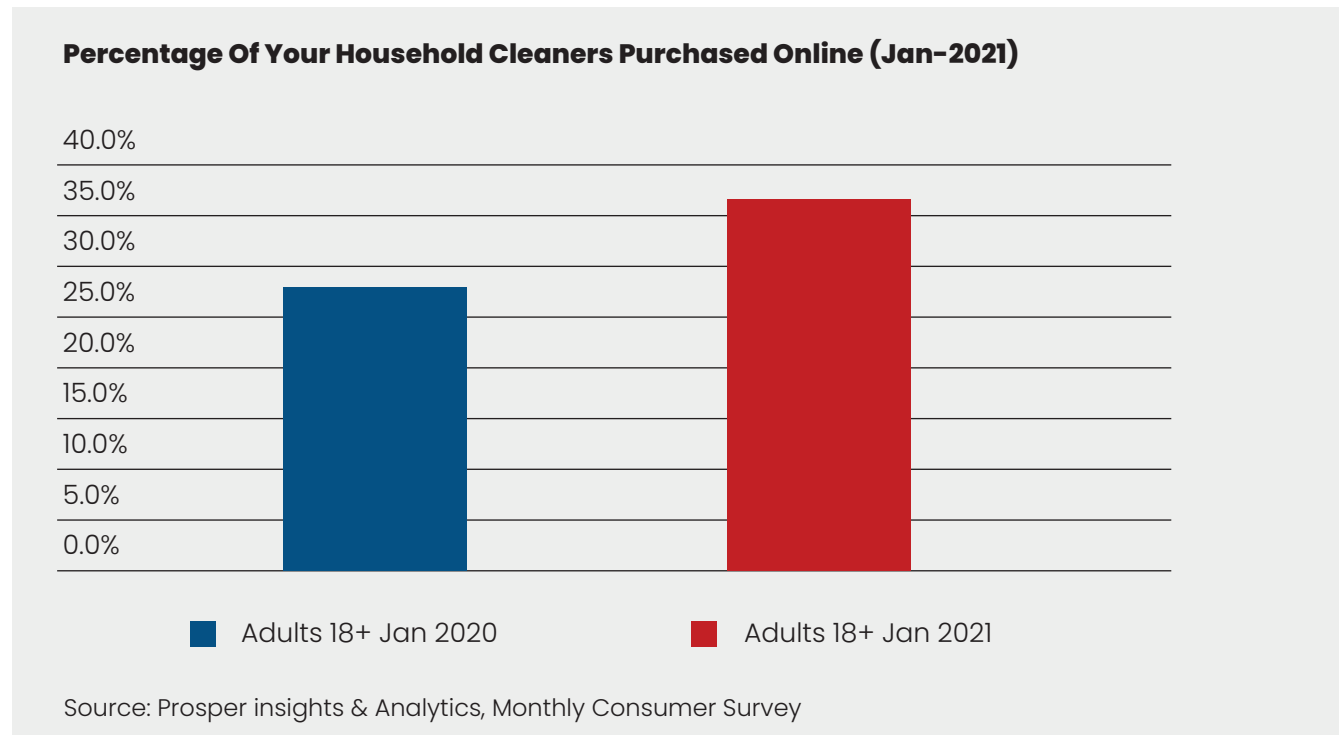
13% of health, beauty and personal care revenue in the United States in 2020 came from online shopping sites.

(Statista)

## TRENDS IN THE HOUSEHOLD CLEANING AND PERSONAL HYGIENE INDUSTRIES

### E-commerce

In January 2021, 28.9% of consumers purchased cleaning supplies online. Just one year later, 37.2% were using online sources to buy cleaning supplies.

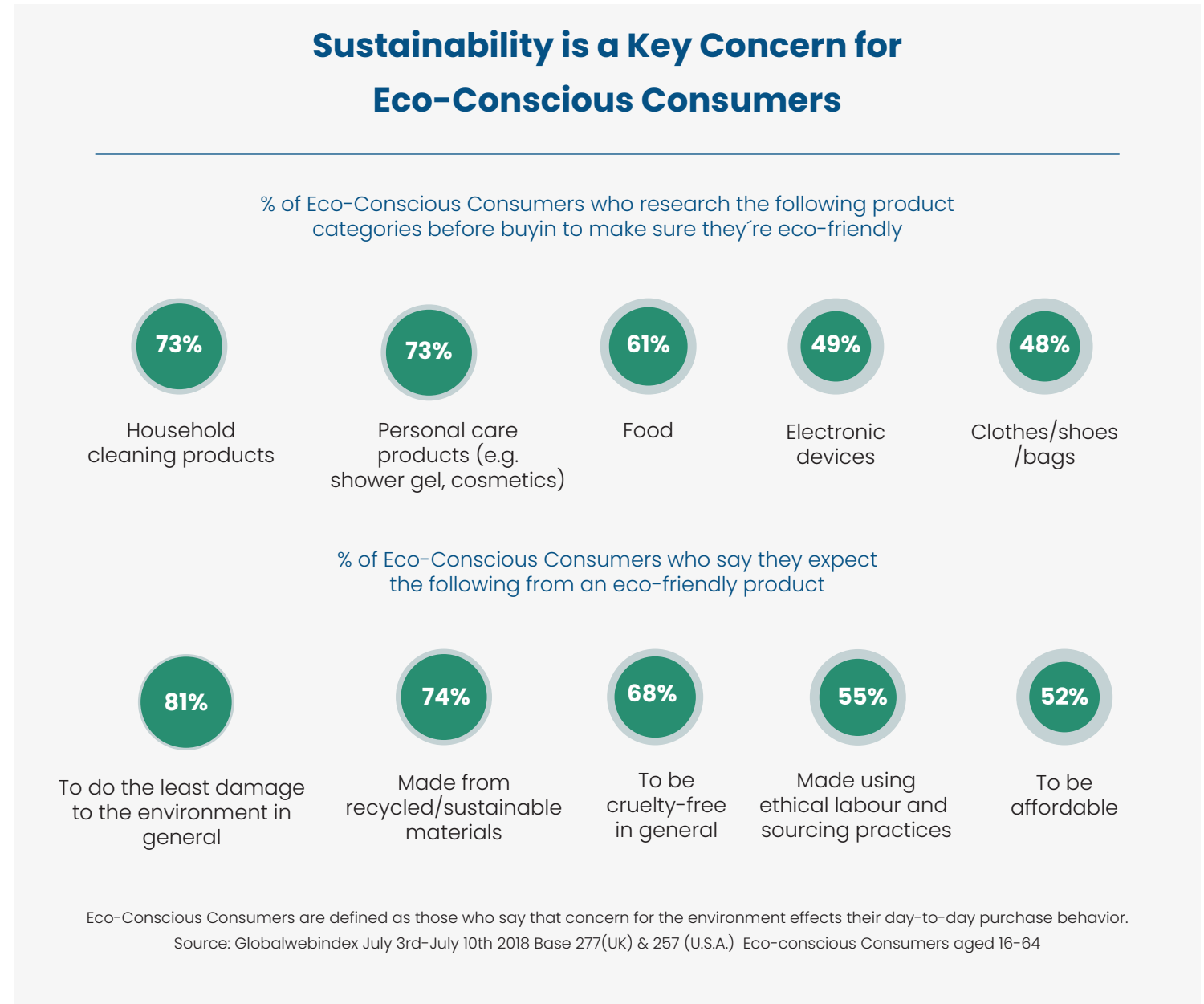


Similarly, the personal hygiene and beauty market is shifting online. The opportunity ecommerce affords has given way to many independent, emerging and private label brands, opening up the industry to new players and smaller businesses.

## Sustainability

The panic-buying of 2020 is over, and consumers are increasingly seeking sustainable, plant-based options that are safe for the buyer and eco-friendly for the environment. Customers are looking for natural alternatives for disinfecting their homes and personal belongings with fewer harsh chemicals in the ingredients list. They also value packaging that is biodegradable or reusable.

Sample infographic showing the interest in buying eco-friendly household and personal cleaning products:



## Customer engagement

During 2020, there was a great deal of understandable concern about the coronavirus and its impact on people's day to day lives and the health of their families. They wanted information on the changing landscape of the pandemic. Companies that connected with their customers on a variety of platforms experienced increased success, such as Clorox who published content pieces on how to create your own disinfection solution.



## POLYMERALL HAS THE SOLUTIONS

When it comes to personal or household cleaning packaging, Polymerall is an industry leader. We are aware of the need for quality, lightweight plastic packaging that protects the product and makes a great impression in terms of design. The packaging should make an impact, both at point of sale and in the customer's home. Our cleaning product packaging solutions are innovative, and meet consumers' expectations for sustainability, safety, and convenience.

We have all kinds of solutions that keep child safety and product efficiency at the forefront. Our packaging also addresses product integrity concerns relating to shipping to retail stores or from online shopping sites.





## Safety First

Customers want to know that their products will arrive safely without damage or spillage. They also want to be sure that their cleaning products cannot be accessed by children in the home, so it is critical that package closure systems are child-proof and tamper-evident on products that shouldn't be in their hands. Our child-proof and tamper-evident packaging provide that sense of comfort and security to your customers.



## Sustainable Packaging

Our packaging is lightweight in order to reduce material usage and carbon emissions from transport. 100 recyclable options are available, and we make use of post-consumer recycled films when possible. Refill packaging is popular in the market for sustainability purposes. When customers can buy a concentrated cleaning product in a lightweight pouch, they can refill their existing bottles, cutting down on plastic waste. We offer a variety of pouches and bags with resealable zippers, eco-friendly printing, and oxo-biodegradable additives.





## Customer Engagement

You want your customers to find your product on the store shelves or on their favorite shopping site. It's important to have a great-looking product that draws attention and keeps it there. Print quality makes all the difference, and that's where we shine. We are specialists in flexographic printing of flexible packaging, and equipped with the latest technology.

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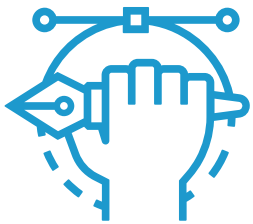
We at Polymerall are here to help our clients find the packaging solutions they need to get their personal care and cleaning products on the shelves. We are committed to help our clients reach their sales goals and provide safety and convenience for their products.

**Contact us for your personalized quote today!**

## Why choose Polymerall?

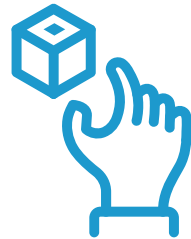
### We Are Your One-Stop Go-To for All Your Flexible Packaging Needs

Our team of creative professionals is dedicated to improving brands with customized, efficient and innovative flexible packaging solutions. Producing custom printed, laminated and specialty finished rollstock, laminated films and high-barrier films is one of our specialties.



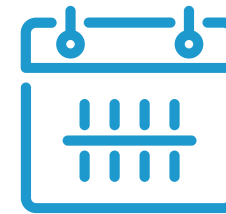
#### Customizable Design

We offer 100% customizable eye-catching designs with the added benefit of 24/7 graphic design assistance. All our products are made to exact sizing and specifications and are printed with state-of-the-art printing presses for full color front, back and bottom digital printing.



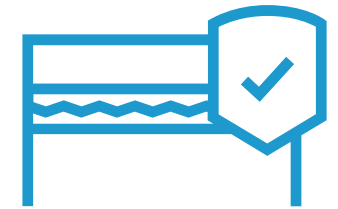
#### Minimum order quantities

We are proud to offer low minimum order quantities.



#### 4 week lead time

4-week lead time, while we work with each client to ensure their product is designed to boost sales, maintain freshness, and lead their company to success.



#### Highest safety certifications

Our facilities and operations have also been awarded the highest safety certifications possible, including the ISO 9001 Quality Control Certification, and the FSSC 22000 Food Safety Certification.

Our manufacturing facilities hold **ISO9001, FSSC 22000, FDA and HACCP certifications** that guarantee the quality of our products and services.



