



WONDER WIPES BIODEGRADABLE

THE WIPE THAT WORKS

BUILDING TRUST



RATIONALE FOR SUSTAINABLE WIPES

WHY

- ✓ Can take up to 100 years to degrade in landfills and re-releases microplastics
- ✓ Government discussions on banning plastic containing wipes in England

- ✓ Wet wipes across the board have a negative limelight
- ✓ End-users are becoming more conscious of environmental impact and sustainability

Environmental
impact

Change in
retail industry



End-user
perception

Remaining
competitive

- ✓ Many retail stores have pledged to ban plastic containing wipes
- ✓ Forcing manufacturers to respond and offer a more sustainable option

- ✓ All leading competitors have a biodegradable wipe offer
- ✓ Opportunity to bring new business

SIKA WONDER WIPES BIODEGRADABLE

WHAT

SUSTAINABILITY

FABRIC:

- ✓ 100% biodegradable
- ✓ 100% plastic-free

PACKAGING:

- ✓ Lid is 30% PCR
- ✓ Flow wrap uses 77% less plastic than cannister
- ✓ Less plastic even compared to PCR cannister



SUPPLY CHAIN IMPACT

- ✓ Takes less space in warehouse
- ✓ More flow wraps can be stacked on a pallet
- ✓ 1 pallet of laminate makes more product than 1 pallet of plastic for cannister

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WHAT



PERFORMANCE

FABRIC:

- Thicker fabric - doubled GSM from 25gsm to 50gsm
- High strength and durability - increased stitching on the product
- The same Wonder Wipes formula and performance the trade love

PACKAGING:

- Easier to remove a wipe from the pack
- Easier to store – no cracking and takes less space
- More even distribution of the solution

SIKA WONDER WIPES BIODEGRADABLE SALES SUCCESS

End-user Trial

- ✓ All ranked it as being as good as or better than competitor NON-BIO trade wipes
- ✓ All agreed it was as good as our standard Wonder Wipes
- ✓ 87% said the size and quality of the fabric was 'very good', remaining 13% ranking it 'excellent'
- ✓ Average ranking of 4.3 out of 5



PERFORMANCE WITH PURPOSE

100% biodegradable & plastic-free wipes that are packaged more environmentally friendly

- ✓ 100% plastic free and biodegradable wipes
- ✓ Extra thick and strong cloth like wipes
- ✓ More Sustainably packaged



BUILDING TRUST



RAISING THE BAR FOR CLEAN LOWERING THE IMPACT



Crafted from plant-based materials, our eco wipes are not only effective but also 100% biodegradable and plastic free, ensuring a minimal environmental footprint.



Engineered with extra thickness and robust design, our wipes provide superior strength for a more reliable and durable cleaning experience. Say goodbye to flimsy alternatives and embrace the power of resilience.



Our wipes feature flo-wrap packaging, using 77% less plastic than traditional alternatives. This eco-friendly choice minimises waste, contributing to a healthier planet.



Designed for efficiency, thicker and stronger so you use less compared to standard wipes. By using fewer wipes, you contribute to the reduction of waste and overall environmental impact.

MULTI USE CLEANS AND REMOVES RESPONSIBLY

Cleans;

- ✓ Hands
- ✓ Tools
- ✓ Surfaces



Removes;

- ✓ Paint
- ✓ Sealant/Silicone
- ✓ Adhesive
- ✓ Bitumen
- ✓ Expanding Foam
- ✓ Oil
- ✓ Grease

MULTI USE CLEANS AND REMOVES RESPONSIBLY



- ✓ Formulated to remove the toughest of grime.
- ✓ Extra thick and cloth like so you need less wipes compared to standard wipes
- ✓ Contains an anti-bacterial additive.
- ✓ Contains aloe vera to condition skin and prevent dryness and cracking.



“The packaging worked well it stayed fresh and was really easy to store in the van. Only a couple times did 2 wipes come out instead of one”

Plumber

“Really easy to get excess dirt and grime off tools and substrates – I’d use them again”

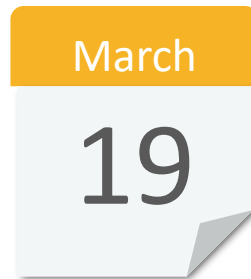
Electrician



SIKA WONDER WIPES BIODEGRADABLE

THE DETAIL

SGAN	Wipes per Packet	Box Quantity	Boxes per pallet	Pallet Quantity
780111	60	12	40	480



AVAILABLE FOR
DISPATCH

SIKA WONDER WIPES BIODEGRADABLE

MARKETING TOOLKIT - DIGITAL

WONDER WIPES
BIODEGRADABLE



THE WIPE THAT WORKS

EXTRA THICK AND STRONG CLOTH LIKE WIPES



WONDER WIPES
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THE WIPE THAT WORKS



100% PLASTIC FREE AND BIODEGRADABLE WIPES



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CONTAINS ALGAE VERA TO CONDITION SKIN AND PREVENT DRYNESS AND CRACKING



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FORMULATED TO REMOVE THE TOUGHEST OF GRIME



WONDER WIPES
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THE WIPE THAT WORKS

100% PLASTIC FREE AND BIODEGRADABLE WIPES



THE FAMILY PORTRAIT





THANK YOU