



Not only are the Eco-Strips eco-friendly, but they're also very user-friendly | Photo source [Warren Buckland](#)

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ZERO-WASTE LAUNDRY STRIPS ELIMINATE NEED FOR DETERGENT BOTTLES



RETAIL

Tru Earth has developed eco-friendly pre-perforated strips made of ultra-concentrated laundry detergent, to be used in the same way as liquid or powder

Spotted: Founded in 2019 in Canada, Tru Earth was launched with sustainability and zero-waste in mind. Out of this came the Eco-Strips, which were developed to eliminate the high amount of plastic required for bottled detergent and boxed powders with plastic scoops. With **700 million plastic laundry jugs** ending up in landfill across North America every year, the Tru Earth strips are packaged in a plastic-free compostable cardboard sleeve, which also takes up considerably less cupboard space.

The eco-strips are ultra-concentrated, hypoallergenic and paraben and phosphate-free, with each pack lasting up to 32 washes. Not only are they eco-friendly, but they're also very user-friendly. The strips simply need to be placed in the washing machine alongside your clothes, with one strip the equivalent of one load. The smart formulation effectively seeks out and dislodges dirt molecules and stains, keeping them in suspension until they are rinsed away.

Unlike the majority of laundry detergents, Tru Earth's Eco-Strips also removes the need for water during production. Furthermore, its extremely light packaging reduces transport-related emissions by 94 per cent. The company has estimated that if everyone were to switch to their laundry strips, the annual eco-savings would be enormous: up to one billion plastic jugs could be taken out of circulation, and there could be a reduction of CO2 emissions equivalent to taking 27 million cars off the road for a day.

Since its launch, Tru Earth has seen a 30 per cent growth month-on-month.

Written By: Serafina Basciano

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Website: tru.earth

Contact: ru.earth/How-can-we-help

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Takeaway:

With 700 million plastic laundry detergent bottles ending up in landfill every year, Tru Earth reduces the harmful environmental impact of the laundry process in manifold ways. Furthermore, the Eco Strips are also extremely gentle for sensitive skin and their user-friendly nature ensures that no mess is made from having to pour out any liquid detergent.