

The Connection™

Marvin's View

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Marvin Klein

What A Difference a Pac Makes... S. C. Johnson Moves Forward

The July 1st edition of the Wall Street Journal carried a major article titled "[Little Package, Small Problem](#)", about S. C. Johnson's introduction of pre-measured pouches for their industry leading Windex product. The pouch will refill a 26 ounce bottle of Windex at a cost of \$2.50.

Chief Executive Fisk Johnson stated that "Behavior changes are the most difficult thing to do." However, he is committed to making this important environmental concept a success and is considering additional cleaning products including Fantastik, Scrubbing Bubbles, Pledge, etc.

The article written by Ellen Byron reviewed the many advantages of not shipping and storing water, discarding millions of plastic bottles and sprayers etc.

"A bottle of Windex is mostly water. So it would seem only logical that the maker of the cleaning fluid plans to sell pouches of refill concentrate. The consumer would save a buck or two simply adding the water at home. Think of the winners: the company, the consumer, the environment."

The article also reviewed that another firm, Method Products, launched refill pouches for its laundry detergent and dish soap in March and is planning to roll out additional products next year. So hopefully this trend will grow.

Needless to say we are pleased to see industry leaders join PortionPac in the revolution of high concentrate pre-measured detergents. Our nation needs to stop the totally unnecessary waste of resources. And as one of our customers, you know how effective they are to use, control and work with.

Since we introduced PortionPac in 1964, the impact on the productivity, economy and sustainability has been overwhelming.

Forty seven years is long time for PortionPac to wait for an industry to modernize

detergent packaging, but hopefully now the rest of our industry will get involved. You might want to pass this article on to management and explain that your department has delivered the benefits of this program for years (and for many of you for decades).

The savings in purchasing, shipping, productivity and labor costs are more important than ever to your department and our nation.

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400 N. Ashland Chicago, Illinois 60622 • 312-226-0400 • www.portionpaccorp.com