MACK partners with Notpla to launch the world-first plant-based, water-soluble film for the Home and Laundry Care market, replacing conventional fossil fuel-derived packaging.

- UK businesses, MACK and Notpla, are announcing their partnership to champion sustainable water-soluble film for homecare and laundry products.

- This innovative packaging is made from Notpla Film - a new, flexible film made from plant extracts that degrade naturally, leaving nothing behind.

- The collaboration marks a pivotal moment in the pursuit of true sustainable alternatives to PVA and PVOH - commonly used in products that claim to be plastic-free - that are damaging the environment by releasing micro-plastics into the water.

MACK, an industry-leading eco-refill cleaning product company, and Notpla, a UK-based renewable packaging pioneer who develops sustainable solutions from seaweed and plants, are thrilled to unveil their collaboration to redefine the landscape of eco-friendly cleaning solutions.

Leading the industry with this industry-first material usage, MACK is introducing Notpla’s cutting-edge water-soluble film as a revolutionary replacement for polyvinyl alcohol (PVOH/PVA) in their product line, driving positive change towards a more sustainable future.

A recent study estimates that of the ~11,100 tons per year of PVA from laundry and detergent pods in the US, ~6,750 tons reach wastewater treatment plants per year. The developed model predicts that ~76.7% of PVA ends up in the environment. This study was led in the US, but it raises a global problem.
With the ever-growing concern over plastic pollution and the potential of bioaccumulation of PVA/PVOH in the environment and human bodies, this alliance represents a united effort to address the critical environmental challenges posed by traditional packaging materials.

Notpla, winner of Prince William’s Earthshot Prize 2022 in the category “Build a Waste-Free World”, offers a range of sustainable solutions derived from natural materials to fight against single-use plastic. Following three years of research and development, Notpla is introducing Notpla Film to the cleaning industry, pushing the boundaries of flexible-film-based packaging innovation.

This new plant-based solution is designed to replace conventional fossil-derived and bio-plastic based, flexibles. Unlike these, the unique characteristics of Notpla’s water-soluble film allow it to dissolve completely in water, breaking down naturally without releasing any microplastics.

As one of the Grand Prize winners of the Tom Ford Plastic Innovation Prize, a global competition founded by Tom Ford and powered by Lonely Whale, Notpla Film was identified as a true sustainable alternative to the traditional thin plastic film made from fossil fuels. As part of the evaluation, Notpla Film went through a unique nine-month biologically degradable assessment process, going way beyond the industry standard biodegradability test. The material even ended up in a simulated whale’s gut at the Seattle Aquarium!

By incorporating this advanced material into their refill cleaning products, MACK empowers consumers to make a positive impact on the environment without sacrificing the cleanliness and quality they expect.

Anthony McCourt, Co-Founder at MACK, said:
"Our partnership with Notpla aligns perfectly with our mission to provide customers with a truly sustainable, eco-friendly cleaning solution that leaves zero legacy on the planet for future generations.. We believe that sustainable packaging is not just an option, but a responsibility that we owe to our planet and communities. Together with Notpla, we are determined to make a significant difference in reducing plastic waste and promoting a circular economy."

Pierre Paslier, Co-Founder and Co-CEO at NOTPLA, added:
"We are thrilled to collaborate with MACK, a company that shares our passion for sustainability and environmental responsibility. Our mission is to create innovative, plant-based solutions that challenge the status quo and redefine the future of packaging. Together, we are accelerating the transition to a more sustainable and regenerative packaging ecosystem within the cleaning industry”.

Discover more about our collaboration with MACK and our upcoming launch here: https://keepitmack.com/pages/notpla-reloaded
For further information, or to arrange an interview:

**NOTPLA**
Margaux Deguerre
margaux@notpla.com

**MACK**
Claire Perry
claire@keepitmack.com

[Notpla Press Pack](#)
[Relevant Photography](#)

**About MACK**
[www.keepitmack.com](http://www.keepitmack.com)

Follow MACK on [Instagram](https://www.instagram.com)

MACK is a leading eco-refill cleaning product company dedicated to offering innovative, high-quality, and environmentally responsible cleaning solutions by harnessing the power of good bacteria & enzymes. Committed to reducing plastic waste and promoting sustainable practices, MACK is on a mission to empower consumers to make eco-conscious choices without compromising on effectiveness.

**About NOTPLA**
[www.notpla.com](http://www.notpla.com)

Follow Notpla on [Instagram](https://www.instagram.com), [Twitter](https://twitter.com), [LinkedIn](https://www.linkedin.com), [Facebook](https://www.facebook.com), and [YouTube](https://www.youtube.com).

Notpla creates truly sustainable packaging solutions from seaweed and plants that disappear naturally, giving consumers the convenience of single-use, without the plastic waste. Winner of the prestigious Earthshot Prize, Notpla are famed for their edible liquid packaging, Ooho, their takeaway box coating and single-use film sachet replacements. To date, their solutions have already replaced 2.8 million pieces of single-use plastic from entering our environment.