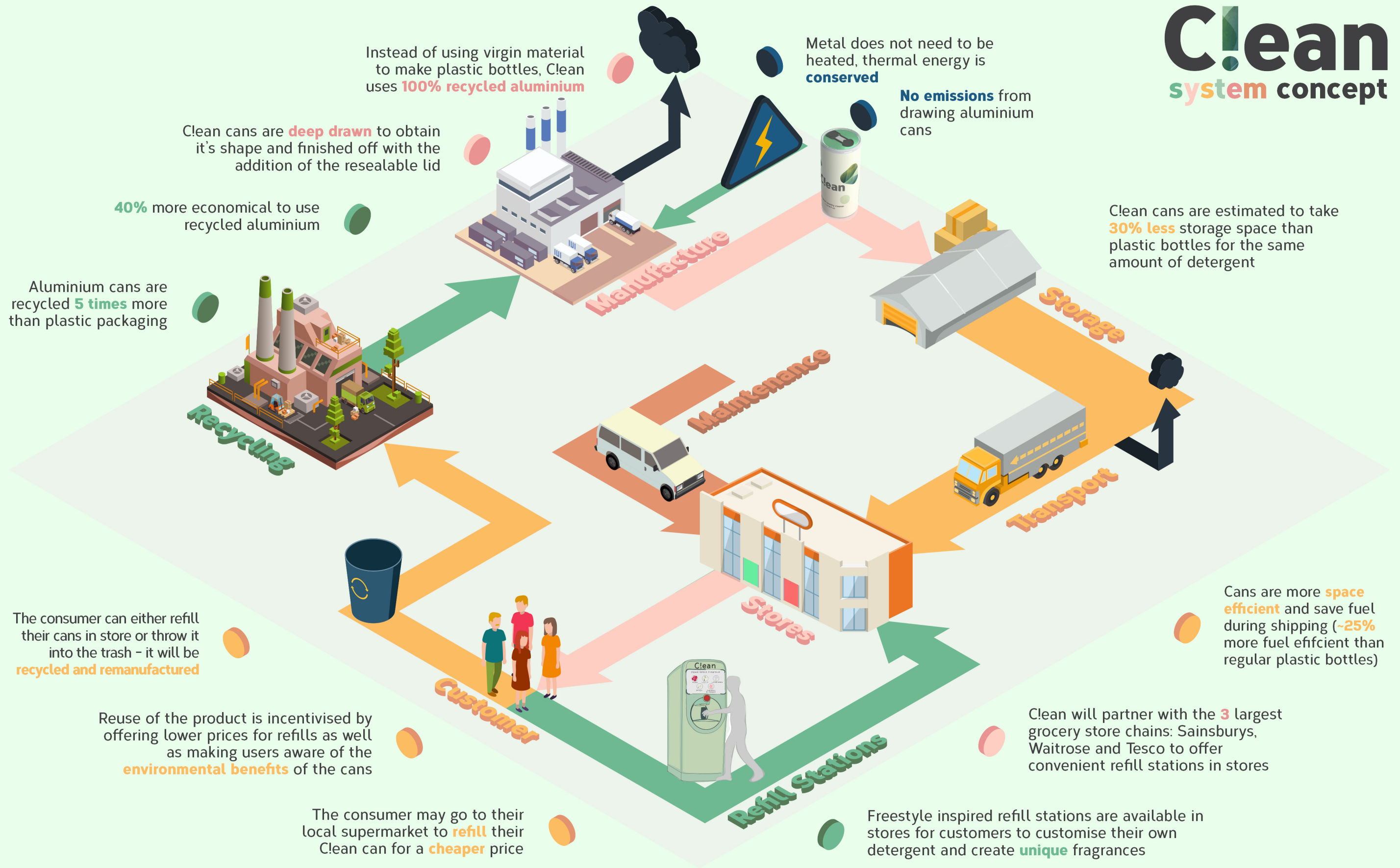


C!ean system concept



C!ean is a more sustainable laundry detergent solution. It is product/service system aiming to reduce the carbon footprint and landfill waste generated by current products. **C!ean** will offer detergent packaged in aluminium cans as well as refill stations in supermarkets to encourage reuse. Initially, the cans are manufactured from 100% recycled aluminium, they are then transported to a warehouse from where they are distributed to grocery stores. After a user purchases a **C!ean** can and runs out of detergent, they can either throw the can away - it will then be recycled by a third party and eventually remanufactured into a new can, or they can take it to a partner store to refill it at a refill station.