



WOW WIPES – Environmental Management System (EMS)

1. Environmental Management Policy

WOW Wipes® is committed to environmental stewardship and sustainable business practices. We actively seek to reduce our environmental footprint through product innovation, responsible sourcing, and sustainable logistics. Our approach balances performance, hygiene, and environmental care, ensuring we meet customer expectations while safeguarding future resources.

2. Objectives & Environmental Goals

Goal	Target	Timeframe
Reduce plastic packaging usage	Convert 50% of wipes to biodegradable or recycled packaging	2026
Minimise freight emissions	Optimise container loads and shift to sea freight over air	Ongoing
Increase uptake of Bamboo and Eco-Maxx range	Eco range to comprise 50%+ of total sales	2028
Improve recycling practices	Encourage dispenser recycling and responsible disposal	Ongoing
Supplier sustainability alignment	Source from environmentally certified manufacturers	Ongoing

3. Sustainability Initiatives at WOW Wipes

Eco-Maxx and Bamboo Product Lines

- Made with 100% biodegradable Bamboo and Woodpulp/Viscose material
- Popular among eco-conscious customers and government/large corporate accounts

Optimised Shipping & Logistics

- Full-container-load shipments to reduce carbon impact
- Consolidated deliveries to minimise trucking miles
- Exploring local warehousing near major hubs to reduce final-leg emissions

Reusable Hardware

- Durable floor dispensers designed for multi-year use
- Encouraging clients to reuse dispensers rather than replace annually

Minimal Staffing, Remote Work Culture

- Ultra-lean business model with remote operations reduces commuting and energy usage

4. Proposed Environmental Materials & Work Methodologies

Recycled/Environmental Materials Used

- Eco-Maxx Wipes: 100% biodegradable viscose substrate
- Packaging: Recycled cardboard outer cartons and minimalist labelling to reduce waste
- Dispenser Boxes: Long-life plastic, with future options to move to partially recycled polymers

Sustainable Work Methodologies

- Bulk Shipping: 40' containers wherever possible to maximise efficiency
- Lean Warehousing: Limited inventory wastage and precise stock control using digital systems

- Digital-First Operations: Paperless invoicing, digital marketing, and online customer self-service portal
 - Waste Prevention: Damaged or surplus stock is donated or reused where possible
 - Eco-Education: Encourage customers to switch to Eco-Maxx through comparison data and environmental benefit messaging
-

5. Monitoring & Review

- Quarterly review of supplier practices and freight optimisation strategies
- Annual analysis of product mix (eco vs standard) and packaging metrics
- Ongoing engagement with manufacturers to trial new sustainable materials
- Feedback loops with large customers on dispenser recycling and sustainability partnerships