



ADAPT PRODUCT & ENERGY & WATER







WHY

Unilever brand Comfort is helping reduce water consumption in laundry with a one rinse fabric conditioner.



HOW

- In 2012, Unilever launched the Comfort One Rinse fabric conditioner in Asia, where water scarcity is a daily issue.
- The product reduces the water used in rinsing, the most water intensive phase of laundry.
- The adapted product also saves customer time and effort by making the rinsing phase of laundry easier.

BUSINESS VALUE

 RISK	Long term supply – Reducing customer water use contributes to tackling water scarcity, a priority for Unilever’s Sustainable Living Plan.
 MARKET	Share – Comfort One Rinse now accounts for 38% of the fabric conditioner market in Vietnam and a quarter of the Indonesian market.
 SALES	Growth – The number of households using Comfort One Rinse globally has increased by 66% since 2010.
 INNOVATION	Technology – The launch of the product meant developing new innovative technology.

CONSUMER VALUE

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FUNCTIONAL
 Comfort One Rinse allows customers to use less water in areas where water scarcity is a daily issue.
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EMOTIONAL
 Before the product launch, customers said they saw rinsing as a chore, something they wanted to do more efficiently so they could “spend more time with their loved ones.” The product enables that family time.

RESULTS

- Comfort One Rinse can save up to 30 liters of water per wash and up to 3 hours of time spent doing laundry per week. [Source](#)
- As of 2012, the product is being used in 28.7 million households globally, a 66% increase since 2010. [Source](#)