



Why Nice-Pak is cleaning up in the wet wipes market

With a dedication to unrivalled service and reaching new milestones in sustainability, Nice-Pak reveals how it is leading the charge to drive change in the UK wipes market

With 700 employees and three factories across the UK and Germany, Nice-Pak is a leading sustainable wet wipes manufacturer, producing on behalf of large retailers, discounters, and brand owners. The company covers all the major product categories: baby wipes, facial wipes, household cleaning wipes and moist toilet tissue.

The business holds a dominant share in the UK market¹, where the per-capita consumption of wet wipes is the highest in Europe² and its manufactured products have won 77% of the Mother & Baby 'Best Baby Wipe' award as voted by parents over the past 10 years³.

Service and availability are key priorities for the business' retail customers – with long-term partnerships spanning over 35 years – and Nice-Pak boasts an unrivalled on-time in-full track record, as customers depend on the company for

consistent supply to keep their shelves fully stocked. In fact, recognising this level of service, one leading retailer placed Nice-Pak as No.1 out of all of its principal packaged grocery suppliers.

Sustainability success

In 2022, the company reached a significant milestone, with 90% of its wipes produced for the UK market now plastic-free, following a series of sustainability pledges made in 2020. Nice-Pak's pioneering role in driving change in the industry is indisputable, says Alison Roberts, communications and CSR manager. "We took action before legislation was calling for it and began offering customers choices in this area," she reveals. "As a result of that initiative, along with the support of key suppliers and customers, we have driven large-scale sustainable change across the industry."



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However, sustainability is not just limited to the wipes as the majority of the company's packaging is suitable for recycling at large supermarkets.

Ian Anderson, commercial

director, adds: "We started to report externally, unprompted and unpressured, on our sustainability commitments back in 2009. Our intention was, and still is, to use them as the bedrock of all our innovation."

The company's sustainable initiatives have been recognised by rating platform EcoVadis, with Nice-Pak platinum certified in 2022, placing it in the top 1% of over 90,000 companies worldwide.

Continual development

With consumer needs constantly evolving, Nice-Pak invests in quantitative and qualitative research to direct its market focus, identify opportunities for growth and keep its customers' propositions relevant, giving the business an authoritative edge.

The company's continuous effort to make its products the best they can be includes ensuring they remain affordable and never compromise on quality. "First, there was a challenge in ensuring that plastic-free wet wipes didn't make the consumer feel sustainability was a sacrifice," says Anderson. "Now, we want to go a step further and deliver a level of tactile performance that's better than anything anyone's ever experienced before, including when plastic was the baseline."

To find out more about Nice-Pak, please contact Alison.roberts@nice-pak.co.uk or call 01352 736640

¹ Kantar Worldpanel, UK wipes 52 w/e 11.06.23;

² Euromonitor International, Passport 2022;

³ Mother & Baby, Best Baby Wipe Awards 2012-2022

