

# Wet Wipes Industry Announce New Disposal Labelling Code of Practice

2 February 2017

Helping Consumers Dispose of Wipes in the Right Place



EDANA announces an updated Code of Practice on communicating correct disposal for personal care and cleaning wipes in order to protect wastewater systems.

The Code updates the current version from 2013 and includes moving the “Do Not Flush” symbol, usually found on the back or rear of the package, to the front of the package for those types of wipes that are most at risk of incorrectly being pushed in a toilet. Wipes marked with the Do Not Flush symbol must be disposed of in a bin.

Key changes compared with the previous Code of Practice are the following:

- All baby wipes will be labelled with the ‘do not flush’ symbol (DNF symbol), even in case they would be flushable.
- The DNF symbol moves from the back of the pack to the front, where it will be close to the point of extraction, reminding the consumer of the proper route of disposal each time they take a wipe from the pack.
- The decision tree to decide upon labelling has been simplified.
- The secondary package has a DNF symbol as well, to allow the consumer to see the symbol already when the pack is on the shelf.
- The DNF symbol will be larger in diameter proportional to the surface of the front panel. Requirements on contrast and readability have become stronger.

