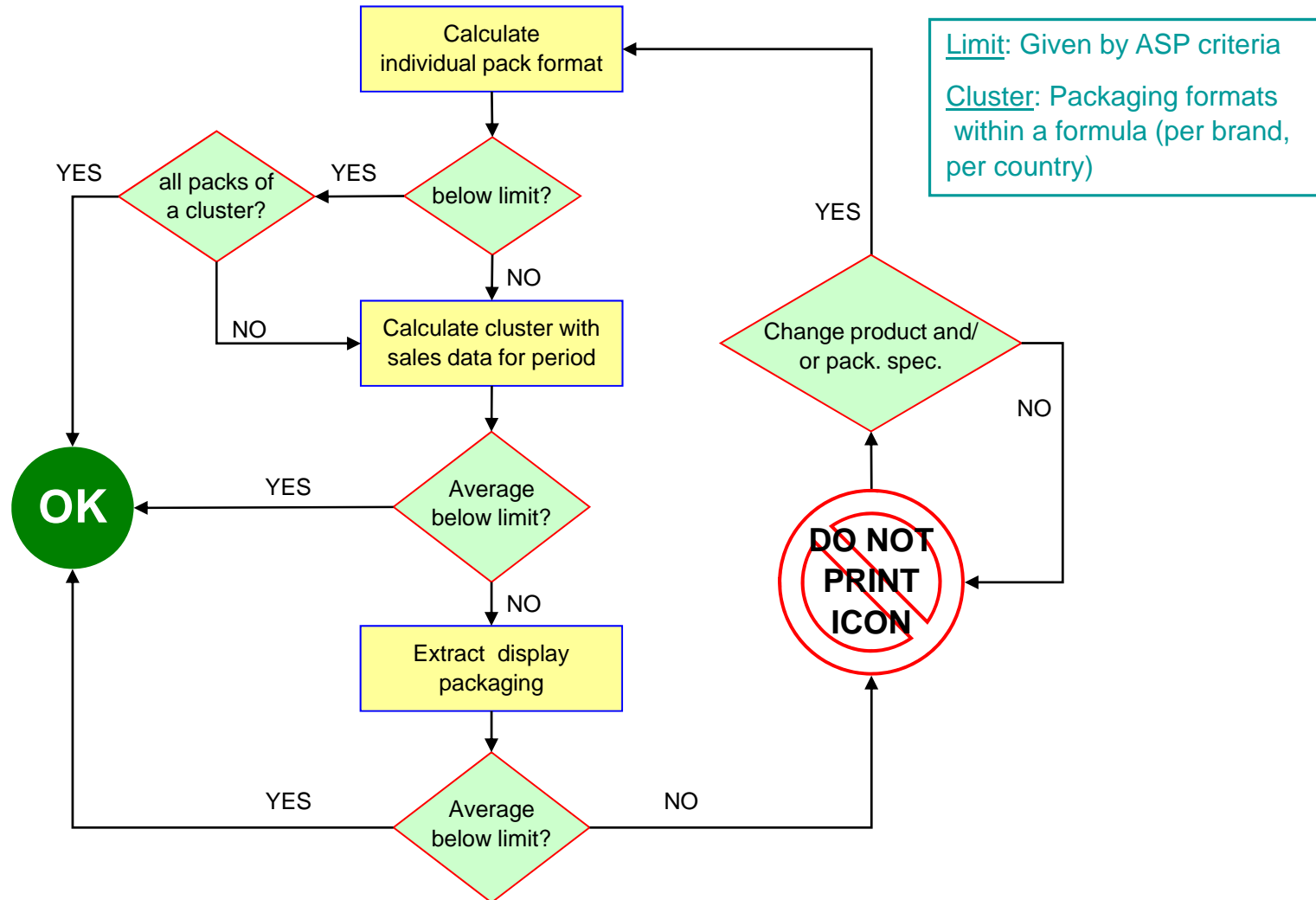


Rules For Calculation

Packaging Weight/ Wash Load



Rules For Calculation

Packaging Weight/ Wash Load

- Packaging cluster has to follow marketed sub brands; even if one formula is used for several sub brands or flankers each of them have to be calculated separately
- Proceed as per flow chart
- Use future oriented business numbers for cluster calculation
- If a format is considered below limit in its “worst case specification” all variants are considered below limit too
- Calculation for standard portfolio takes place one time except a pack format is substituted

Rules For Calculation

Packaging Weight/ Wash Load

- Promotions/ intermittent launches, e. g. scent flanker, need to be calculated each time (but only if certain pack formats score above limit)
- Retro data could be used for anticipating share of display packaging in case future numbers are not available
- Document all calculation and supporting data for possible revision by external entities