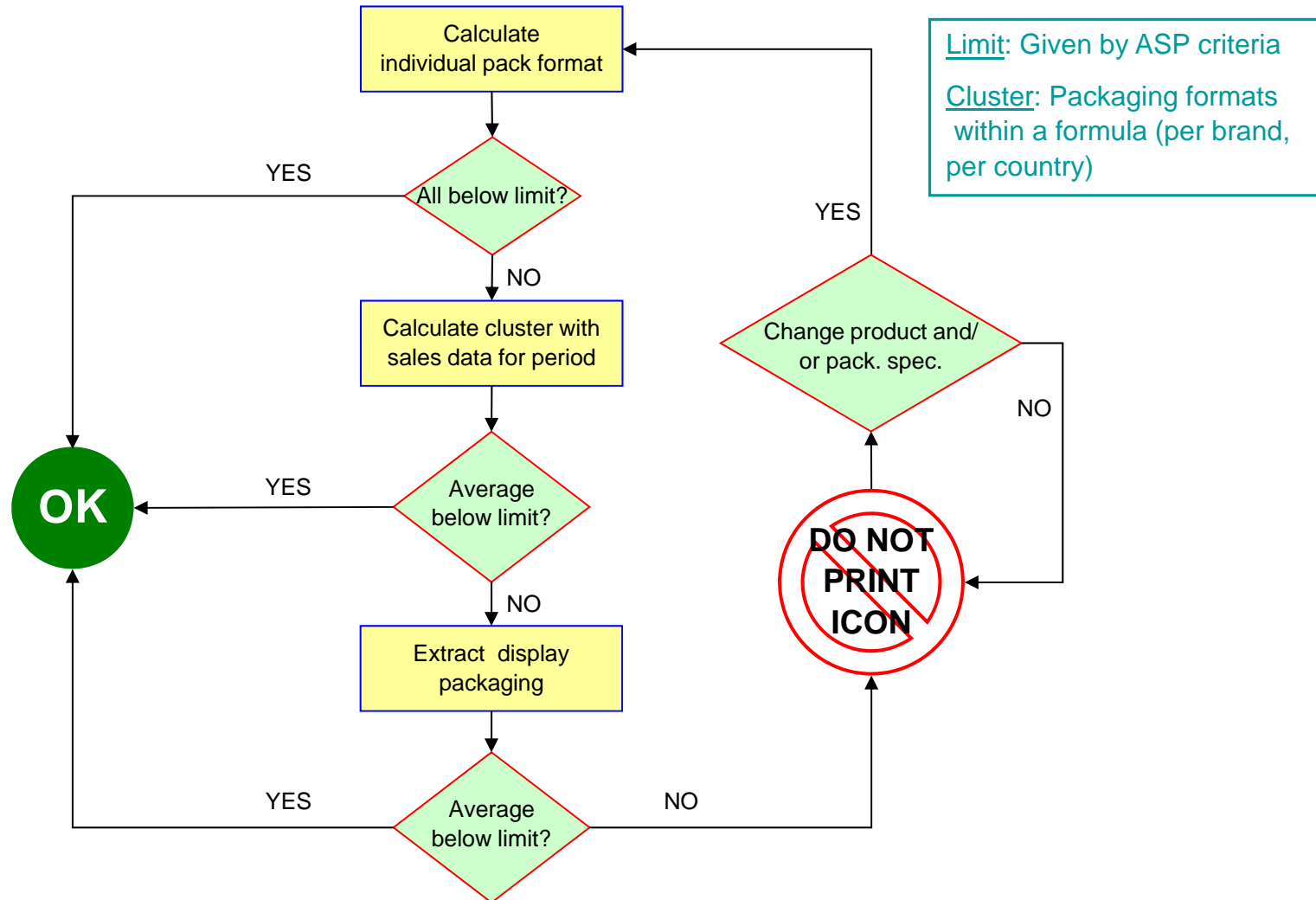


# Rules For Calculation (ver. 4/12/2012)

## Packaging Weight/ Wash Load



# Rules For Calculation

## Packaging Weight/ Wash Load

- Packaging cluster has to follow marketed sub brands
- Proceed as per flow chart
- Use real sales numbers for cluster calculation
- If a format is considered below limit in its “worst case specification” all variants are considered below limit too
- For launches use forecast based on business case
- Calculation for standard portfolio takes place whenever any change\* occurs in the range

\* The calculation should be re-done in case a new pack format is added or removed to the range or when changes in sales figures are significant (which are expected to negatively impact the overall packaging weight/wash)

# Rules For Calculation

## Packaging Weight/ Wash Load

- Launches, promotions/ intermittent launches, e. g. scent flanker, need to be calculated (but only if certain pack formats score above limit)
- Retro data of similar products could be used for anticipating share of packaging in case forecast numbers are not available
- All calculation and supporting data should be documented for possible review by external entities