

LIFTING THE LID ON WET WIPES

RETAILER SCORECARD

05/2019



Retailer	Overall Score		Component scores - these have been combined to make the overall score							
	Clarity on flushable and non-flushable wipes		Do their own brand flushable wipes contain plastic		Plans for own brand flushable wipes to meet 'Fine to Flush'		Will they stock 'flushable' products from other brands even if they do not meet 'Fine to Flush'		Do all their own brand 'non-flushable' wipes clearly state 'Do not flush' on the front of the packet	
	Maximum score is 21, with 0 being the best score		Max score is 5, with 0 being the best		Max score is 10, with 0 being the best		Max score is 2, with 0 being the best		Max score is 4, with 0 being the best	
	Score	Summary	Score	Summary	Score	Summary	Score	Summary	Score	Summary
Iceland	NA	Do not sell any own brand wet wipes or other brands of flushable wipes.	NA	Do not sell	NA	Do not sell	NA	Do not sell	NA	Do not sell
M&S	NA	Do not sell any own brand flushable wipes or other brands of flushable wipes.	NA	Do not sell	NA	Do not sell	NA	Do not sell	0	Clearly labelled 'Do not flush'
Co-op Food	NA	Do not sell own brand flushable wipes, and undecided if they will stock other brands of flushable wipes which do not comply with 'Fine to Flush'.	NA	Do not sell	NA	Do not sell	2	Undecided	0	Clearly labelled 'Do not flush'
Wilko	3	No plastic in flushable wipes and working to comply with 'Fine to Flush' but undecided if they will stock other brands which do not comply.	0	No plastic	1	Testing wipes for 'Fine to Flush' by end 2019, will comply with recommendations afterwards (e.g. wipes will be modified or labelled 'Do not flush')	2	Undecided	0	Clearly labelled 'Do not flush'
Asda	4	No plastic in flushable wipes and working to comply with 'Fine to Flush', but undecided if they will stock other brands which do not comply.	0	No plastic	1	Testing wipes for 'Fine to Flush' by end 2019, will comply with recommendations afterwards (e.g. wipes will be modified or labelled 'Do not flush')	2	Undecided	1	Plans to clearly label 'Do not flush' by end of 2019
Boots	6	No plastic in flushable wipes and working to comply with 'Fine to Flush' and will continue to stock other brands which do not comply.	0	No plastic	1	Testing wipes for 'Fine to Flush' by end 2019, will comply with recommendations afterwards (e.g. wipes will be modified or labelled 'Do not flush')	2	No plans to stop stocking other brands which do not pass 'Fine to Flush'	3	Plans to clearly label 'Do not flush' but no deadline
Morrisons	7	No plastic in flushable wipes and testing against 'Fine to Flush', but do not know if they will comply with recommendations. Will continue to stock other brands which do not comply.	0	No plastic	4	Testing wipes for 'Fine to Flush' by end 2019, do not know if they will comply with recommendations afterwards	2	No plans to stop stocking other brands which do not pass 'Fine to Flush'	1	Plans to clearly label 'Do not flush' by end of 2019
Lidl	10	No plastic in flushable wipes, investigating options to test for 'Fine to Flush'. Do not sell other brands of flushable wipes.	0	No plastic	9	Investigating options to test for 'Fine to Flush'	NA	Do not sell	1	Plans to clearly label 'Do not flush' by end of 2019
Sainsbury's	11	No plastic in flushable wipes, investigating options to test for 'Fine to Flush' and will continue to stock other brands which do not comply.	0	No plastic	9	Investigating options to test for 'Fine to Flush'	2	No plans to stop stocking other brands which do not pass 'Fine to Flush'	0	Clearly labelled 'Do not flush'
Tesco	11	No plastic in flushable wipes, investigating options to test for 'Fine to Flush' and undecided if they will stock other brands which do not comply.	0	No plastic	9	Investigating options to test for 'Fine to Flush'	2	Undecided	0	Clearly labelled 'Do not flush'
Aldi	12	No plastic in flushable wipes, investigating options to test for 'Fine to Flush' and undecided if they will stock other brands which do not comply.	0	No plastic	9	Investigating options to test for 'Fine to Flush'	2	Undecided	1	Plans to clearly label 'Do not flush' by end of 2019
Superdrug	12	No plastic in flushable wipes and no plans to test for 'Fine to Flush' and will continue to stock other brands which do not comply.	0	No plastic	10	No plans to test wipes	2	No plans to stop stocking other brands which do not pass 'Fine to Flush'	0	Clearly labelled 'Do not flush'
Waitrose	12	No plastic in flushable wipes but do not know if they will test for 'Fine to Flush' and will continue to stock other brands which do not comply.	0	No plastic	10	Undecided if they will test wipes	2	No plans to stop stocking other brands which do not pass 'Fine to Flush'	0	Clearly labelled 'Do not flush'

HOW WE SCORED THE RETAILERS

Each retailer has been scored in four areas, their scores totalled to give an overall score out of 21, with 0 being the best score: →

Plastic content of own brand 'flushable' wet wipes – 0 score if all own brand 'flushable' wipes do not contain plastic, to a maximum of 5 if any own brand 'flushable' wipes contain plastic and there are no plans to change this.

Own brand 'flushable' wet wipes and the 'Fine to Flush' standard – 0 if own brand 'flushable' wipes already comply with the 'Fine to Flush' standard, to a maximum of 10 if they have no plans to test against the 'Fine to Flush' standard in the future.

Other brand 'flushable' wet wipes – 0 if all other brands of 'flushable' wipes which are sold will be required to pass the 'Fine to Flush' standard, to a maximum of 2 if other brands of 'flushable' wipes which do not display the 'Fine to Flush' logo will continue to be sold.

Labelling of own brand 'non-flushable' wet wipes with 'Do not flush' – 0 if all own brand 'non-flushable' wet wipes are clearly labelled 'Do not flush' on the front of the packet, to a maximum of 4 if they don't and there are no plans to do this in the future.