



Sustainability driving the subscription trend, predicted to increase by 70% in 2020

Australians are going green by choosing eco-friendly toilet paper subscriptions

With Australians living busier lifestyles than ever, the rise in subscription options is a warmly welcomed and long-loved concept across all areas from meals and household goods and beauty products. Convenience, variety, and affordability have traditionally been the three main reasons why everyone loves a good, trusty subscription. However, there is a new trend in subscriptions that you need to know about for 2020 – sustainability. Christina Kjaergaard, Commercial Manager at Pure Planet Club says, “In 2019, we saw an increase in subscribers by over 54% which is our largest increase yet. The end of this decade signified a noteworthy shift in attitudes towards sustainability, foreseen to be a key factor in the increase of our subscription club members. We predict a larger increase of up to 70% in 2020, with the exponential trend of Australians being more eco-conscious and actively choosing products and life actions based on sustainability – and the ability to reduce the environmental footprint as a result of their actions.”

So, you're passionate about making positive steps towards living a more sustainable lifestyle? Here are Christina's top 5 benefits of a toilet paper subscription and why it's the way to go in 2020: Yes, you can actually get eco-friendly, plastic-free toilet paper on subscription. Plastic pollution is causing irreversible damage to our planet at an alarming rate; go plastic-free today to protect the Earth's future! All Pure Planet Club toilet tissue is 100% plastic-free, tree-free, septic-safe, vegan-friendly, cruelty-free, BPA-free and biodegradable. You're more likely to stay sustainable and be green all year round. You won't need to stray and contemplate other options! If you order on a subscription basis, you don't need to think about it. Out of sight, out of mind. You know your toilet paper will be on the way soon, the one you researched and chose because you want to be more sustainable in 2020. So, it'll be easier to stick to it, stay green and stay passionate about saving the world! Convenience is king. Imagine that, you never need to carry a big bundle of toilet paper back to your home or car again after a trip to the shops! Or if you always opt for the small packs, surely you're tired of going up to get another 6-pack every week. Another trip to the toilet paper aisle – no longer! You can have it all delivered to your door and made from renewable and recycled materials. Just like a king, you'll get the royal throne service on a subscription. No more impulse buying or excessive shopping. Say goodbye to temptation! When you're on a subscription, you won't need to put yourself in the situation of standing in the supermarket aisle, considering whether you should just buy a big bundle of toilet paper (likely to be made from our precious trees and non-sustainable materials) while you're there. There will be no need, making it easier to sticking to the most sustainable choice. Reduce the need for excess storage space. On a toilet paper subscription, you will receive a delivery at the right time, calculated based on usage and number of household members. Your regular delivery will arrive with perfect timing before your supply runs out. This means you don't receive crazy amounts of toilet paper rolls and end up stumped on where to store all these rolls, without creating your own toilet paper roll castle. You have one job – your toilet paper choice could save the world. 15% of the world's deforestation is from the creation of toilet paper, yet trees are vital to combat Global Warming as they lower the air temperature from evaporating water in their leaves. Using Pure Planet Club toilet paper saves wiping out 27,000 trees per day as it is tree-free and made from 100% plant-based materials, bamboo and sugarcane waste. Pure Planet Club's new Marine Collection toilet paper is available now online for RRP \$48.00 per 36 pack carton, or \$43.20 per carton on subscription. www.pureplanetclub.com.au For more information, product samples, hi-res imagery or to interview Christina Kjaergaard please contact: 360 PR – Rachel King – (02) 9571 4448 – rachel@360pr.com.au

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