

# Sustainability & Innovation



**Sustainability and innovation** are deeply connected. Over the past several years businesses across the globe have been developing new, and improving old products and processes through sustainable design. Here are a few examples of products that have been innovative steps toward a sustainable future:

- **Tide Coldwater-** Proctor and Gamble, the makers of “Tide” laundry detergent did a case study and found that their products required the use of warm water to optimally activate the active ingredients required to clean clothes to their greatest potential. Proctor and Gamble Innovators with an eye on sustainability looked at what environmental impact there products were having on their customers and developed a new product, Tide Coldwater. They found that by switching from warm/cold to cold/cold for all loads in a vertical axis machine with an electric water heater set at 140F customers could save up to \$10 on energy by washing in cold water with 100 oz. bottle of Tide Coldwater! Using Tide Coldwater (in cold water of course) can save up to 80% of the energy used for doing your laundry!
- **Green Tile Store Glass Tile-** “GTS has released a new line of high-end recyclable glass tiles, perfect for the modern day kitchen backsplash or bath. Typically, producing recycled glass tiles requires 50-percent less energy usage as compared to ceramic tiles, and 25-percent less as compared to regular glass tiles.”

There are all kinds of great innovative and sustainable products out there... Be sure to look for products that reduce raw material and energy waste... remember that small changes shared by large bodies of people make big changes!

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