

LOCAL COMPANY HOPES TO CLEAN UP

SAMANTHA WRIGHT ALLEN

20 MAY 2013 [TELEGRAPH-JOURNAL](#), Saint John, NB Canada



Luc Jalbert of Dizolve Group, the Canadian company whose ultra-concentrated laundry detergent is sold in 15,000 stores world-wide, announced another breakthrough with the availability of Dizolve Ultra Laundry Detergent Strips. Jalbert poses for a photo in Moncton on Thursday May 9, 2013. *VIKTOR PIVOVAROV/TIMES & TRANSCRIPT*

The Moncton-based company that invented a concentrated dry strip of detergent has been working hard to put more than half a million dollars in federal funding to good use.

In February, [Dizolve Group Corporation](#) unveiled a smaller, more potent version of the biodegradable strip. Last month it announced an online fundraising campaign, partnering with the Atlantic chapter of the Sierra Club of Canada to match e-commerce, philanthropy and a similar mandate to raise awareness

about the eco-friendly product.

Luc Jalbert, founder and inventor, said both moves help make the small company competitive in a market dominated by brands with million-dollar advertising budgets.

“For us to actually make a bleep on the radar around the world, efficacy was key,” said Jalbert, adding the new generation is now 16 times more concentrated than most of today’s detergents. He said the patent-pending formula now sits with the upper echelon in cleaning performance, while also posting [the smallest eco-footprint](#).

And the new iteration has made business-as-usual become better-than-usual.

“We cut down on the size and we have the efficacy so ironically we were able to output double the volume of loads or strips per shifts, so it made us even more competitive.”

The 10,000-square-foot plant operates between five to seven-days-a-week, depending on the number of orders. The Atlantic Canada Opportunities Agency gave the company \$610,000 to expand its plant and increase production capacity, in September 2012.

Bob McCallum, vice president of marketing, said the new “ultra” strip is 2.5 grams and 94 per cent lighter than most liquids and powders, which ultimately means less waste.

He said aside from talking to international distributors, Dizolve relies on word-of-mouth, social media and creative marketing strategies, like partnering with schools and non-profits to get the product in people’s hands. A portion of each sale goes to Dizolve’s most recent partner, the Sierra Club, or to a different campaign of the buyer’s choice. The Sierra Club will use the funds raised to finance its eco-education program, something McCallum said is lacking in school curriculum.

“It’s overwhelming some of the environmental problems that we face, and yet we need to teach (students) in a hopeful way. So, here’s a hopeful story. It’s one small piece of the puzzle, a single product decision that can not only deliver great product experience – and more convenient – but lighten the load in terms of sustainability.”

McCallum said it’s the hypoallergenic strip’s small size that makes it cost-effective for the first time to ship free in Canada. The 72-load sheet comes in an envelope that can be shipped with letter-sized mail.

He also said the potential for the pre-measured strip, which uses no plastic packaging, to reduce detergent's carbon footprint are huge, but in Canada it's a question of consumer behavior change. Canadians use 134 million plastic jugs every year for their laundry.

Dizolve is in local stores, like Sobeys, but it has its large presence in European markets, particularly in France where the strips sit in more than 7,000 stores.

McCallum said a recent private-label deal was another big coup for the company and that they'll keep doing what they're doing – pushing for new partners and adding to an international distribution list that already includes Saudi Arabia, South Korea, Australia, and London.

Jalbert said he's proud of where the product has come after just two years in the market.

"I still feel bullish. I'm darn proud that we're in New Brunswick," said Jalbert, adding he's happy to offer good quality local jobs to between 20 and 35 people, depending on the number of orders.

Jalbert said there is opportunity to expand to other markets, but right now he's completely focused on making a name for Dizolve.

"We are a game changer in our view. No doubt every eyeball from those big players are looking at us."

To view the original online version of this article, visit www.telegraphjournal.com.

For more information on Dizolve, visit www.mydizolve.com.