

Grupo MacDel

Sector: Cleaning products

Region: Central America

Country: Honduras

Grupo MacDel is a group of companies, formed in 1984, with its headquarters in the city of San Pedro Sula, department of Cortés, Honduras. With more than 33 years of experience in the development, production and use of cleaning products and related services. It is known for providing cleaning solutions for the maintenance of floors, bathrooms, laundry rooms, automobiles, kitchens, swimming pools and food and beverage processing plants.

With the participation of Grupo MacDel in the Better by Design project in 2018, and the technical support provided by the Center for Investment and Commerce (CICOMER) of Honduras, the company developed Natural Clean, a category of sustainable cleaning products based on natural, biodegradable and PH neutral ingredients. Actions will be taken to integrate the concepts of sustainable production and consumption in operational and strategic decisions of the company for the development of products under the above mentioned category. For example, the multi-purpose cleaner Citrus Mac (the first product to be integrated as part of the Natural Clean category and the one identified for the BBD Project), is marketed as a 100% ecologic because of the ingredients it contains. The company endorses the claim, and will ensure that it adheres to the fundamental principles for consumer communication established by the Guideline for Providing Product Sustainability Information.

Mindset

Life Cycle Thinking: Following the life cycle of the Citrus Mac product, Grupo MacDel focuses its communication message to consumers on the type of raw material used (composition of the product), as a "100% ecologic Multipurpose Cleaner made mainly with orange extract". The added value of the product is the natural ingredients used which continue to maintain the level of expected cleanliness. These ingredients are orange extract (mostly), soy, and solvents from surfactants found in agricultural products such as sugar cane (alcohols ethoxylates). They replace the use of nonylphenol, ammonia, and other caustic ingredients. Besides the benefits of the composition of the product, the company will communicate the advantages of the new packaging, which is multiple use, with a system of concentrate and refills.

Hotspots Analysis Approach: Grupo MacDel has developed its first baseline measurement of the life cycle of the Citrus Mac product, in qualitative and quantitative terms. For each stage, the social and ethical hotspots have been identified qualitatively; and those related to environmental impact quantitatively (carbon footprint). This information will be compared to a second measurement in 2019 for use in the company's communication strategy.

Mainstreaming Sustainability: With the assessment of hotspots and monitoring of life cycle thinking for the CitrusMac product, Grupo MacDel has identified a long-term action plan to address environmental, social and economic aspects to make the product more sustainable. This exercise is the basis for the strategy the company is developing for the Natural Clean sustainable product category, Natural Clean.

Principle 1: Reliability

To verify the environmental impact of the ingredients used in the production of Citrus Mac and give veracity to the argument that it is 100% ecologic, Grupo MacDel will follow a recognized certificate process and hire an external verifier, to validate compliance. The new package will also undergo an evaluation on the basis of methodologies that can prove its positive environmental impact.



The message and logo on the product will reflect the sustainability properties of Citrus Mac. An external verifier will confirm the evidence of these claims.

Principle 2: Relevance

The Citrus Mac product statement currently highlights information about the ingredients and environmental/functional benefits. The product's message is based on the company's desire to generate differentiated products in the market, for a customer segment that prioritizes environmentally friendly products and that is concerned about the chemicals used at home (non-toxic).



The ingredients and benefits go beyond the minimum requirements established by the country's environmental laws. Improved communication of these aspects of the product will facilitate its differentiation in the market, to serve a population concerned about the environment and their health.

Principle 4: Transparency

Grupo MacDel will work to make transparent and clear on how and by whom the Citrus Mac 100% ecologic claim was developed, as well as who provided the evidence supporting the claim. It will also communicate on the development of its line of sustainable products, Natural Clean. The confidential information that is required by competent authorities and that must be presented by law, will be easily accessible.



Additional information to track the veracity of the information presented about Citrus Mac will be available on the website and social media in simple, non-technical language. Information solicited by the authorities will be available when required.

Principle 6: Three Dimensions of Sustainability



Environmental: Citrus Mac's public information refers to the product as 100% ecologic and made with natural solvents and alkalis. Continuous investment is made to improve the composition of the product and a biodegradable packaging will be used.

Social: Grupo MacDel displays its concern for the well-being of Citrus Mac purchasers, by using ingredients that do not harm human health. The next step is to identify and strengthen local suppliers of sustainable raw materials.

Principle 3: Clarity

CitrusMac's environmental sustainability information is presented on the label. For the statement, "100% ecologic Multipurpose Cleaner made mainly with orange extract", will be enhanced by further disclosing the relative percentages of the ingredients. The statement "Contains no strong solvents or alkalis", will be enhanced by having a clearer indication of the benefits. A link to the website where consumers can obtain information will be included on the label.



The connection between the product and its claims will be clearer. Additional details will be included in the label and will be available on the website to facilitate understanding of the statements.

Principle 5: Accessibility

The product information about its ingredients and benefits is on the label, which is located on the front side of the bottle. The font used is of adequate size and uses attractive colors, facilitating the distinction of the different contents. The information is also available in a 13-second video on the web.



The information will be accessible in an organized way and through several connected communication channels (web page, social networks, POP material and QR code).

Economic: The product is not the cheapest nor the most expensive on the market. For its cleaning properties and composition, it is reasonably priced. Work will be done to manage adequate prices for sustainable raw materials, investment in environmentally friendly packaging (even if the investment is not recovered in the short term by the company) and the design of an energy-efficient producing facility.

The above actions will be communicated to the consumer as they are implemented in the short, medium and long term.

Principle 7: Behavior Change and Longer Term Impact



Grupo MacDel has identified a market of consumers aware of and concerned with the impact on the environment and on the health properties of the products they purchase. The company addresses these two elements in its communication.

With the support of CICOMER and the University of Toulouse, MacDel Group will use behavioral economics techniques for the design and testing of messages and advertising and marketing campaigns that are to be adapted to the local context. It will also establish indicators to monitor changes in consumer behavior.

Principle 9: Multi-Channel and Innovative Approach



Grupo MacDel's communication strategy promotes the company and does not focus on individual products, which are promoted through information on their labels only. The CitrusMac product campaign developed under the BBD project, is the first of its kind for individual products, as well as having the innovative approach of promoting it as eco-friendly. This campaign includes the usage of several communication channels for the product.

The communication of individual products is done through the label only. Grupo MacDel will design messages about the product which will be tailored to the different communication channels that will be used (website, social networks, point-of-sale material).

Principle 8: Collaboration



The company has developed its ecologic product declaration based on its internal experts. Through the BBD project, CICOMER and LAC Footprint Initiative, the company has opened the possibilities to have greater collaboration with external actors. The Consumer Information Laboratories (CIL) are recommended as a multi-stakeholder and multi-sectorial space, where actors of the society can participate to provide information that is useful to improve the sustainability of products.

With the support of CICOMER and LAC Footprint Initiative, the Consumer Information Laboratories will create awareness of the sustainability benefits of products, develop ownership of the product among participants and will broaden the number of loyal consumers that will identify with the product/brand/company.

Principle 10: Comparability



At the moment, Grupo MacDel cannot make a comparison with other products in the market, as they do not share with other companies a common sustainability measurement methodology. However, it will be able to make evident the difference of the Citrus Mac product, based on its ingredients and benefits for the environment and health. Also, as the carbon footprint of Citrus Mac is measured every year, the improvement of its environmental performance can be communicated.