



Media Statement

Australian consumers urged to bin rather than flush most types of wipes: new WipeSmart website

Sydney. Wednesday, 23 January 2019. With the majority of the convenient and effective wipe products we use designed for disposal via the bin, Accord Australasia has published a new website to help stop wipes getting into pipes and sewers by inappropriate toilet flushing.

The WipeSmart website (www.wipesmart.org.au) provides many timely reminders about what can go wrong if you flush the wrong types of wipes.

Overseas data on the composition of sewer blocks and fatbergs shows that many wipes, including baby wipes as well as other materials like hygiene products, are getting into the sewerage system.

While Accord and other industry stakeholders are actively collaborating with the Australian water services industry to develop an Australian Standard for flushable products, part of the solution to the wipes in pipes problem lies with consumers acting now to make sure they properly dispose of their used wipe products.

WipeSmart is industry's consumer education initiative to promote better use and disposal of wipes.

The new site reminds consumers that as tempting as it may be to flush that smelly and dirty baby wipe down the toilet, there is no such thing as 'out of sight, out of mind' when it comes to flushing the wrong products and items.

Apart from potentially contributing to sewer system blockages and the formation of so-called fatbergs, flushing baby and personal care wipes can lead to expensive plumbing bills from blocked pipes within your own home. The smarter move is to bin most types of wipes, including baby wipes, household cleaning wipes and the wipes used for makeup removal and facial cleansing.

The WipeSmart site is brand neutral, evidence-based and covers the following key questions about correct disposal of wipes:

All about wipes	Wipes and pipes	Being WipeSmart
<p>What types of wipes are there? Why are wipes so popular? What are wipes made of?</p>	<p>Flushing the wrong things - what can happen? Wipes in pipes – are they a problem? Which wipes are blocking pipes?</p>	<p>How should you dispose of wipes? Beyond wipes – looking after the sewerage system. Tips to get the best from your wipes</p>

WipeSmart is at www.wipesmart.org.au.

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