

## Media Statement

### WipeSmart urges Australian consumers to check wipes pack for flushability according to the Australia-New Zealand Standard

**Sydney. Thursday, 18 May 2023.** Bin, or flush? WipeSmart is all about helping people do the right thing with their used wet wipes.

Accord Australasia has today launched the new-look WipeSmart ([www.wipesmart.org.au](http://www.wipesmart.org.au)), reminding people that—as tempting as it might be to flush that dirty baby wipe down the toilet—unflushable wipes in pipes can cause big problems.

Accord’s updated WipeSmart introduces a ‘Wipes Flushability Checklist’:

- Used on the human body?
- Designed for use in a bathroom?
- Passed the Flushable Products Standard (AS/NZS 5328:2022)?

Only with a ‘yes’ **to all three** of these questions should a wipe product be flushed down the toilet.

In 2022 a new Flushable Products Standard was published. This Standard represents a significant achievement for Australia and New Zealand and was developed by technical experts on the AS/NZ WS-041 Joint Technical Committee—all drawn from water utilities, wipes manufacturers, consumer groups and industry bodies.

According to the Standard, flushable items need to demonstrate via robust lab tests that they can clear the toilet and drain line, disintegrate once cleared, be transported to the point of wastewater treatment, have no adverse effects within the wastewater infrastructure or the receiving environment, and contain zero plastic.

Quality products are now passing the Standard and are starting to enter the market in Australia.

Accord has therefore updated WipeSmart to promote the Standard and remind consumers what they should look for on-pack to be confident about which wipes can be flushed without concerns about sewer blockages.

Despite the new Standard, the majority of convenient and effective wipe products we use in our homes are still designed for disposal via the bin. Australian consumers are urged to check their wipes package and only flush products that meet the ‘Wipes Flushability Checklist’, including the new Flushable Products Standard.

Remember—if in doubt, it’s best to bin not flush the wipe. Most baby wipes, in particular, are designed for wet strength and should not be flushed.

WipeSmart is brand neutral, evidence-based and covers the following key questions:

All about wipes	Wipes & pipes	Being WipeSmart
<ul style="list-style-type: none"> <li>• What are wipes made of?</li> <li>• What types of wipes are there?</li> <li>• Flushable wipes – do they exist?</li> </ul>	<ul style="list-style-type: none"> <li>• Flushing the wrong things – what can happen?</li> <li>• Wipes in pipes – are they a problem?</li> <li>• Which wipes are blocking pipes in Australia?</li> </ul>	<ul style="list-style-type: none"> <li>• How should you dispose of wipes?</li> <li>• Beyond wipes – looking after the sewerage system</li> <li>• A few more tips – get the best from your wipes</li> </ul>

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