

Media Statement

Accord releases updated Industry Guideline for Labelling & Packaging of Liquid Laundry Capsules

Sydney, Thursday 5 March 2026. Following a recent review, Accord has worked with leading laundry companies to update the industry guideline for liquid laundry capsule safety. This voluntary guideline, which focuses on best practice labelling and packaging design, has been an industry benchmark for laundry product manufacturers since its first release in 2013.

“Keeping children safe from potentially harmful exposure to the contents of liquid laundry capsules is of paramount importance,” Accord Executive Director Mr Damian Mitsch said.

“While the Industry Guideline has been an effective benchmark for many years now, the time is right for an update and a general reminder about the importance of safe storage away from children.

“Past experience shows that inappropriately stored laundry capsules can be attractive to young children. Parents and caregivers should note that the contents of laundry capsules are highly concentrated and can pose a serious hazard from ingestion or eye contact.

“This latest version of the Industry Guideline instructs laundry product manufacturers on pack design and labelling measures they should consider to make their products safer. For example, it recommends opaque packaging with closures that inhibit child access.

“Liquid laundry products offer convenient and effective washing with the added benefit of a reduced environmental footprint. It is Accord’s intent that the Industry Guideline drives all these benefits with safety in mind,” Mr Mitsch said

The Accord Industry Guideline for Labelling and Packaging of Liquid Laundry Capsules can be found at: <https://accord.asn.au/sustainability/codes-guidelines/>.

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