

## **Gold**

### **Smart Dosing Cap Eliminates Product Waste with Single-Squeeze Dosing**

*P&G - Belgium, Brussels, Singapore and Switzerland; Contributors: P&G Fabric & Home Care Center – Belgium, Singapore, Switzerland and USA*

P&G's liquid cleaner bottles feature an innovative, smart dosing (auto-stop) cap that is the smallest dosing system on the global market. The smart-dosing cap uses a timer mechanism activated by one squeeze of the bottle, which dispenses the product and, at the same time, moves a small piston forward that cleanly shuts off the flow when the prescribed dose has been dispensed. This dose has been adapted by P&G across their product lines to vary between 5 and 50ml with very high accuracy. The cap consists of four plastic parts and can be manufactured at very low cost. Most dosing systems on the market are larger, costlier, and made of multiple materials.

The smart-cap enables improved control and better use of the cleaning product. Consumers will always get the same pre-measured amount of liquid cleaner. Previously, consumers either poured the cleaner directly from the bottle without measuring or used a non-controlled dosing cap, which often led to using more product than needed.

***Won for Technological Advancement and Enhanced User Experience***