



## European Brushware Federation

### Report

*Subject* : **Meeting FEIBP Working Group Personal Care**

*Date* : **28-9-2020**

*Attending* : Christopher Boomer (chairman), Andrew McIlroy, John Rainey, Peter Langenegger, Reinhold Hörz, Fons Ceelaert (general manager)

*From* : Fons Ceelaert

*Date* : 6 oktober 2020

*Reference* : feibp.vsl.XXXXXX-1654398770-189

#### 1. Opening

Chairman Chris Boomer welcomes everyone in attendance.

#### 2. Report of the meeting of the WG Personal Care, held on 26 September 2019

This report was approved without any remarks.

#### 3. Impact of COVID-19 on the EU personal care industry section

##### Chris Boomer / Northern Ireland

- Export markets personal care products – 20/30%
- Furlough system brings relief and helps making employees not redundant
- Customers come back gradually
- The crisis gave an impulse to online selling of products and this is succesful

*Andrew:* How do your regular retailers react on these online initiatives?

*John:* Our online channel is Amazon and those who buy products are currently not allowed to go to the hairdresser. Prices online and in the retail shop are the same.

##### Peter Langenegger / Switzerland

- Export problems due to COVID are sorted out, now the situation is stable
- Household section of Ebnet performing very well with + 25% and compensates the lower turnover in the personal care department
- Our products are less affected by measures as food and retail shops remain open to the public
- Ebnet does not sell directly and online to end-users, only private label market

#### Andrew McIlroy / raw materials

- Toothbrush department very busy in April to secure enough stock with the danger of trade disruptions in the supply chain but now back to normal
- Although not active in cosmetics, it is clear that fine hair filaments supplies to the cosmetics market are heavily hit, most retailers were forced to close the shops

#### Reinhold Hörz / raw materials

- Bristle volume ahead of target, business was good but now hesitation comes in
- Availability natural raw materials more difficult than synthetics, for example problems in getting high quality natural raw material for hairbrushes
- Delivery time currently 2/3 weeks

### **4. Selected items**

#### **a. Anti plastics trend**

Peter reports on the Ebnet strategy to develop more items made out of new wood and with natural fibres, this is good business

3 to 4 months lead time for these products

The nature fibre bottle brush is a good example of a product that appeals to the consumer

Andrew sees a trend to go Vegan for hairbrushes and toothbrushes, but it is difficult to claim that products are 100% vegan

Also in food contact the vegan trend is clear.

Reinhold notes that tampico fibres fit into the vegan trend.

John agrees to the trend but advocates to differentiate between single use plastics and reusable / recyclable plastics

Andrew points at the practical advantages of plastics compared to natural fibres in terms of user quality and on top of that one must be aware that the negative impact on the environment is mainly caused by the packaging waste and not the product itself.

Reinhold welcomes the promotion for natural raw material but at the same time we need plastics as there will be not enough natural material available

Peter adds that the cradle-to-cradle model is an incentive to develop a brush out of 1 material, it can be recyclable and/or biodegradable plastic.

The discussion shows that either suppliers and manufacturers are aware of the need to innovative to keep future credibility.

#### **b. Brexit and the trade consequences**

Chris notes that the world is concentrated on COVID-19 but Brexit comes back to the surface and the uncertainty about the Northern Ireland cross border rules continues. Logistics and undisrupted traffic are at stake.

#### **c. Website presence**

Peter was not able to pay extra attention to the website but this aspect will be dealt with by the Working Group Repositioning.

## **5. Development of a quarterly market research enquiry**

The meeting agrees on the proposal, Fons will take further action.

## **6. Formal matters**

Chris informs that he will stay on the FEIBP board at least until the scheduled FEIBP 2022 in Belfast and remains available as chairman of this working group.

This was very much appreciated by the meeting.

## **7. Any other business**

With no Interbrush and no FEIBP congress in 2020 it is difficult to expand the group of active members of this working group, while the agenda is interesting.

Andrew notes that it should be clarified that this working group is not only about hairbrushes but all sorts of cosmetics brush products as well.

There are a lot of manufacturers in this field, also in Central Europe where FEIBP promotes the work of the federation.

## **8. Closure**

Chris liked the discussion, it is about common ideas and trends affecting our future and not about individual sales. Good to work on a common goal and vision regarding for example the use of plastics, with a well-balanced approach.

Only 6 participants but an excellent meeting.

The meeting was closed.