

## **Darley Butler Launches “We Must Change” Campaign, Introduces Refill Pouches Across Four Leading Household Brands to cut plastic usage**

**Colombo, Sri Lanka – 6 March 2026**, Darley Butler, the FMCG arm of E B Creasy & Co. PLC, announced the launch of its **“We Must Change”** campaign alongside the island-wide introduction of **refill pouches** across four of its most trusted household brands: **Teepol, Bio Clean, Softny, and Bubble All Out**. The initiative encourages consumers to reuse existing bottles and shift to refill-based usage, supporting a practical and scalable reduction in plastic consumption.

As consumer awareness around negative impact of plastic usage rises, packaging has become one of the most immediate levers for meaningful change. With the new refill pouch range, Darley Butler aims to reduce the volume of rigid plastic used in everyday household purchases by enabling customers to keep the original container and purchase refills thereafter. Through this transition, the company estimates an **overall plastic usage reduction of up to 70%**, compared to repeated purchases of rigid bottles.

The “We Must Change” campaign is built on a simple behavioural shift: **refill instead of replace**. By making refill pouches widely available from **6 March 2026** across both **modern trade and general trade outlets island-wide**, Darley Butler is positioning the refill pouch as an accessible alternative that fits seamlessly into everyday routines, without compromising on performance or convenience.

**Sanjeeva Gunawardena, Director, E B Creasy & Co. PLC**, said, “Plastic reduction cannot be an occasional effort or a niche preference. It has to be built into the way products are packaged, sold, and used every day. With the ‘We Must Change’ campaign and the launch of refill pouches across Teepol, Bio Clean, Softny, and Bubble All Out, we’re making it easier for Sri Lankan consumers to continue using the brands they trust while significantly reducing their plastic footprint. This is a practical step that can scale quickly because it is rooted in convenience and a simple habit, reusing the bottle and refilling when needed.”

The refill pouches are designed to support regular household usage and launching the initiative across four mainstream categories underscores Darley Butler’s intent to drive sustainability at scale, embedding responsible choices into everyday consumer behaviour, rather than limiting them to niche segments.

The company noted that the campaign will be supported by consumer awareness and in-store visibility efforts to promote correct refill usage and encourage refill-first behaviour across cleaning, laundry, and homecare routines. Darley Butler also reaffirmed its commitment to continuing packaging innovation across its portfolio in line with evolving environmental priorities and consumer expectations.

With “We Must Change,” Darley Butler is inviting Sri Lankan households to participate in a measurable shift, where small daily choices add up to meaningful impact, while keeping affordability and convenience at the centre of the solution.

### **About Darley Butler**

Darley Butler is the FMCG arm of E B Creasy & Co. PLC, with a portfolio of trusted household brands including Teepol, Bio Clean, Softny, and Bubble All Out. The company is committed to delivering quality products while advancing responsible business practices through innovation, operational improvement, and sustainable packaging solutions.