

# Thetford launches PowerPods® to the aftermarket



In 2019, when we interviewed the CEO of Thetford, Stéphane Cordeille, he promised us game changing products. iNDUS was the first of those and PowerPods® are arguably the second

Words Terry Owen

It's widely acknowledged that Thetford makes some of the best toilet fluids on the market but, as with any such fluid, dispensing can be a little messy. Some years ago, Thetford introduced dry granular formulations inspired by their highly effective liquids, and put them into single dose, water soluble sachets. They've since proved a big hit in many markets, but they do need to be kept in sealed container

and you might want to wash your hands after dispensing them. Enter PowerPods®. These new pods build on technology used in the detergent industry for washing machine dosing. Each contains a super concentrated odour control liquid in a clear film coated pod of amazing physical strength. Nevertheless, once exposed to water the film, which is made of polyvinyl alcohol (PVA – see panel) quickly

dissolves, releasing the contents to do their work.

The idea is that you simply pop a pod into the waste cassette, add a couple of litres of water to activate the product, and you're ready to go. The tricky bit was ensuring that the contents did not dissolve the wrapping whilst, at the same time, performing to a very high level.

We took time out to visit Thetford's stand

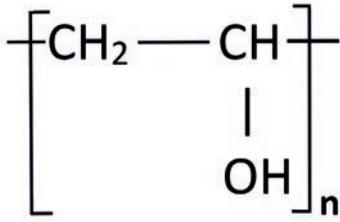
## PowerPods® at a glance

	PowerPods® Blue	PowerPods® Bio
Liquid content per pod	24.5 ml	24.5 ml
Recommended storage temperature	-5 °C to + 35 °C	-5 °C to + 35 °C
Minimum storage temperature	- 20 °C	- 5 °C (may freeze below this)
Box pouch contents	20 pods	20 pods
Days of convenience	Up to 100	Up to 80





## What is PVA?



Note: The letter 'n' at the end of the above formula signifies that the sequence keeps repeating any number of times.

Polyvinyl alcohol (PVA) is a nontoxic polymer which is completely biodegradable, forming just water and carbon dioxide. It has excellent mechanical and thermal properties. It is also resistant to oil, grease and solvents. PVA has a high tensile strength and flexibility, as well as high oxygen and aroma barrier properties. It has a wide variety of uses including papermaking, textile production, PVA glue and 3D printing. It is also used in medical applications due to its biocompatibility and low toxicity. An early use of PVA film was in washing machine and dishwasher capsules. The reason it's taken Thetford a little longer to develop its product is due to the very different nature of the contents and the job they have to do.



Norbert van Noesel

Below:  
Thetford's stand  
at Caravan Salon  
Düsseldorf 2021



at Dusseldorf to find out more. Marketing Manager, Norbert van Noesel, said "Compared to our sachets and other currently available single dose products, the PowerPods® look much more attractive and modern. Due to innovative perfume lock technology, the fragrance is kept in the pods until it is needed, so there is hardly any smell in your washroom or on your hands. The PowerPods® represent the power of Thetford additives in a pod, offering outstanding performance!"

The pods are available in both green (septic tank safe) and blue (superior odour control) versions. The green pods, marketed as PowerPods® Bio, are based on new innovative micro-organism technology and positioned as the best performing green convenience product. They are packaged in a 20-dose box pouch with each providing up to four days of outstanding odour control. So, one pouch gives up to 80 days of convenience.

The blue capsules, marketed as PowerPods® Blue, each last up to five days, and provide what Thetford describes as 'superior odour control'. This time, a 20-capsule pouch can provide up to 100 days of convenience. The fragrance used is the traditional Aqua Kem® Blue. Van Noesel: "The pod packaging is protecting both the product and the end user. Nevertheless, it quickly dissolves in the two to three litres

of cold water added to the waste-holding tank to release the product. In addition to superior odour control, these PowerPods® reduce gas build-up and liquefy waste for easier tank emptying."

PowerPods® Bio will be available in Europe from January 2022 and will replace the Aqua Kem® Green Sachets. PowerPods® Blue will eventually replace the blue sachets, although this may take some time.

### Conclusion

PowerPods® represent another step in Thetford's journey towards ever greener credentials. The blue and green sachets, introduced in 2015, reduced weight but still shipped in a significant plastic container. It's fair to say their main purpose was convenience. A more significant step came in 2018 with the introduction of concentrated products. These offered a 59% reduction in bottle size and hence weight. But smaller bottles also meant less plastic and that had to be good. They also meant less packaging and transport, another plus for the environment.

This time, in the opinion of the author, the new PowerPods® represent another big leap. Why?. Because the wrapping completely dissolves in the treatment works leaving no plastic residue for the environment. They're also clean

and odour free and very pleasant to use. What's more they save weight and, with a name like Thetford, you know they're going to work.

