

Amplify Goods Launches SUDZERØ™ for Net Zero: Powder-to-Foam Hand Wash That's All Foam and All Action

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What if your soap could do more for people and planet? Growing social enterprise [Amplify Goods](#) has launched SUDZERØ™ for Net Zero and with over 84% less carbon than standard hand wash products¹, it's a game changer for consumers, education, public venues and businesses alike.

SUDZERØ is an innovative powder-to-foam hand wash that is redefining handwashing and how we care for people and planet. Designed as a circular solution for Net Zero, it reduces carbon, cost and waste compared to traditional liquid soap all while creating real living wage work experience for people facing barriers to work, including homeless and disabled people.

Camilla Marcus-Dew, co-founder of Amplify Goods said: "I've been working for a decade in the soap industry, and this is by far my proudest moment. This innovative launch takes us closer than we've ever been to a truly Net Zero handwash and paves the way for real social impact at scale through the creation of even more living wage work, and the dignity and pride that comes with it."

SUDZERØ for Net Zerø

Backed by a Life Cycle Assessment (LCA), SUDZERØ is estimated to deliver over 84% carbon savings compared to traditional liquid soaps. It cuts emissions across the entire lifecycle, from raw materials and manufacturing to transport and end-of-life. No shipping water. No single-use plastic. Just clean hands and a cleaner planet.

SUDZERØ for Søciety

Finishing, labelling and packing every pack of SUDZERØ creates about five minutes of vital work for someone facing barriers to employment. Since moving to the Crisis Warehouse in Canning Town, East London, in 2024, Amplify Goods has supported homeless and disabled people, refugees and prison leavers to earn money, build confidence and plug that CV gap.

Mariusz was the first to join Amplify Goods in September 2024, and the SUDZERØ launch falls on the anniversary of him getting back into work. During this time, he's got off the streets and is now looking for full time warehouse work². As SUDZERØ grows, organisations of all sizes can help to create opportunities for many more people who want to work.

To date³, Amplify Goods have already supported 18 individuals with over 740 hours of paid work experience, delivering over £820,000 in social value and offering stepping-stone opportunities that help people into long-term work.

SUDZERØ for Cost Saving

SUDZERØ reduces costs to the planet and to supply chains. SUDZERØ weighs 98% less and takes up 97% less storage space than ready-to-use soap meaning reduced costs in warehousing, transportation and storage. Foaming hand wash is known to save water, estimating around 300ml⁴ less water in every wash, and with this SUDZERØ reduces cost-in-use too. Plus, the compostable sachets and refill-first approach reduce costs in end-of-life and waste management, when compared to bulky empty soap bottles.

This is an innovative solution for sectors like travel, public venues and education, where cost, weight and storage limitations are a real challenge.

SUDZERØ the All-Rounder

SUDZERØ embodies Amplify Goods refill-first model, helping organisations shift away from single-use plastics and take steps towards a circular economy. On top of massive carbon savings and unique work creation opportunity, SUDZERØ is UK made with 94% naturally derived ingredients and scented with essential oils, plus offers:

- Home compostable sachets that are 100% plastic and micro-plastic free
- Each pack of large SUDZERØ sachets avoids the equivalent of over 66 single-use plastic bottles
- Uses over 65g of repurposed materials including boxes uniquely cut from repurposed cardboard.

SUDZERØ is a high-performance, low-impact product helping organisations meet their Net Zero goals without compromising on quality or cost. This is a soap that challenges the 'all foam and no action' status quo.

Kirsty Wivell, SUDZERØ Launch Manager said: "We're proud to bring SUDZERØ to market to drive circularity, Net Zero and social value and to prove that innovation can go hand in hand with creating valuable jobs for people in our communities and saving money too."

Turning Ambition into Action

SUDZERØ has been a vision since Amplify Goods was founded in 2021, driven by a mission to create the

most circular soap on the market and help organisations reach Net Zero while generating real social value.

SUDZERØ has been trialling with key supply chain partners since May this year in readiness for the launch.

Schools and universities alone use an estimated 20 million litres of soap annually. If just this sector switched from liquid soap to SUDZERØ, it could save over 44,000 tonnes CO₂e – which is the equivalent of 22,000 long haul flights from London to New York, or the carbon that 2 million mature trees can absorb each year.

It could also save up to 582,000kg of plastic and generate over 81,000 hours of paid work for people facing barriers to employment in the UK.

Camilla Marcus-Dew added: “Now imagine small businesses, offices and football stadiums joining the movement too. Could something as simple as hand wash help build a better society? Amplify Goods is proving it can.

“This is more than hand wash. By choosing SUDZERØ, customers support a growing social enterprise, reduce their environmental impact, and contribute to a model of business that puts people and planet first”.

Business for Good

Amplify Goods is a certified social enterprise redefining what everyday products can do. With a track record creating net-positive suds and scents designed to eliminate single-use plastics, support a circular economy and create stepping-stone opportunities for people often excluded from

work. Working with major distribution networks across the UK and Ireland, Amplify Goods products help organisations big and small turn ambition into action within their supply chains.

“At Amplify Goods we design for impact – reducing waste and single-use plastic, avoiding unnecessary and harsh ingredients, encouraging reuse and refill, and creating real social impact,” said Pasha Michaelsen, Co-Founder

Amplify Goods have an honest, action-oriented approach to impact with a dual mission to soften their footprint on the planet and strengthen their handprint in communities. From working with diverse, local, SME suppliers, having verified carbon- and plastic-neutral operations, to reinvesting over 50% of profits into initiatives at the intersection of climate and wellbeing. Amplify Goods show what a net-positive business can look like.

Amplify Goods’ vision is that all suds and scents circulating in the UK are designed for impact and packed with purpose—so that no brand is ‘all foam and no action’.

Be First to Make the Switch

Whether you’re a school, business, venue or organisation on a Net Zero journey, SUDZERØ helps you cut carbon, costs and plastic, while creating real social impact in the UK.

Pre-order SUDZERØ today and be part of the movement transforming hand wash into a force for good.