

Statement for Glad

Following nationwide consumer feedback, Glad Australia is pleased to announce that it will change the cutter bar on all Glad Cling Wrap products to its original location, in line with demand.

Mr. Phil James, Marketing Director of Glad Australia says our intention is always to give consumers a better quality product, a much better experience and better value.

"We always aim to provide 100% customer satisfaction however our consumers have spoken passionately about the new packaging and this is something we won't ignore.

"We stand behind the quality of our products and we are maintaining the stronger box, the 50% better cling, the tighter seal, the easy roll start and easier box opening, however, we will relocate the cutter bar to the original position.

"We are working through this change operationally and will confirm timings as soon as we can. We are working day and night to get the new product to people as soon as possible.

"Glad is an Australian staple. It has a long history in this country and we are grateful to our loyal customer base for speaking out. Who better to give us honest feedback than the people who have been using Glad for decades?

"We acknowledge the frustration some of our customers have experienced. Our customers are vitally important to us which is why we have reacted so quickly to their comments.