### HOUSEHOLD, HYGIENE & PERSONAL CARE

29 AUGUST 2020

IDE TO....

ONE SANITISER CAN SUPPLY CONFIDENCE TO YOU AND YOUR CUSTOMERS

(F) IN EOS Hygienics

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ANTI VIRAL ANTI BACTERIAL

STERILE SANITISER

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\* 70% Products + HOSPITA

Grocer

THE HOSPITAL GRADE HAND SANITISER DESIGNED TO FIGHT COVID-19 AND SUPPLIED FOR FREE TO THE NHS DURING THE PANDEMIC. NOW AVAILABLE TO BUY.

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SANITISER

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HANDS

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Use sanitisers safely. Always read the label and product information before use.

### **INEOS HYGIENICS**

# **PROVIDING REAL SOLUTIONS**

### DETAILS

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#### KEY CONTACTS George Ratcliffe COO

KEY BRANDS Sanitiser gel Sanitiser spray Sanitiser wipes dispensers COVID-19 has changed everything. The way we work. The way we play. And the way we live.

Most of us know of someone who has

been affected by this horrendous disease.

But all of us are aware of the need to regularly clean our hands to protect ourselves and others.

The demand for hand sanitiser has never been greater. And it shows no sign of abating.

INEOS is Europe's largest producer of the two main active ingredients used in sanitiser products – high purity ethanol and isopropyl alcohol.

During the pandemic, the company responded to Governments calls all over the world to ease the critical shortage of hand sanitiser for frontline workers.

Six new production facilities were built, each within 10 days, to allow millions of bottles of INEOS' hospital grade hand sanitiser to be freely given to doctors and nurses working in thousands of hospitals in the UK, Germany, France, Belgium and the US.

INEOS wanted to help in any way it could.



•• We are determined to ensure our products are available to meet the increased demand around the world 99

WORLD 99 Above: George Ratcliffe, chief

operating officer





HOSPITAL GRADE SANITATION

Today as the world struggles to adjust to the new normal, INEOS has created a new global healthcare business.

INEOS Hygienics is now the only company in the world that can produce and supply hospital grade sanitising products directly to consumers.

It has extended its product range from hospital grade hand gels to sanitiser sprays for hands and surfaces and sanitiser wipes. All are now available to the public, online and through supermarkets.

"COVID-19 has made everyone more aware of the importance of hygiene and the need for effective sanitising products," says George Ratcliffe, chief operating officer.

Its products contain 75% alcohol, as advised by The World Health Organization and the US FDA.

"Consumers can be confident that products from INEOS Hygienics are effective in eliminating 99.9% of viruses and bacteria," says Ratcliffe.

INEOS Hygienics' products are already being used by some of the best sporting teams in the world, including Britain's challengers for The America's Cup, and Mercedes AMG-Petronas' F1 team.

"INEOS Hygienics is also the official hygiene partner to Tour de France winners Team INEOS, who will be racing as the INEOS Grenadiers at this month's Tour. "Each of these teams relies on INEOS Hygienics products to keep its teams safe and compete with confidence in a COVID-19 world," says Ratcliffe. CONTENTS

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### ANALYSIS

Some markets are thriving in times of adversity, Johanna Thomson investigates



tising products. Things don't look to be changing any time soon either with 62% of people say their hand hygiene habits will change for ever [Dunhumby Shopper Thoughts 2020]. Chris Barron, VP beauty & personal care Unilever UK&I says: "There has never been a more important time to educate people on the importance of good hand hygiene. We know it's not enough to just provide a trusted range of hand hygiene products. To achieve our goal and really

products. To achieve our goal and really make a difference, it is all about raising awareness and educating consumers on how to incorporate better hand hygiene habits into their everyday lives." Unilever has resurrected its iconic Lifebuoy brand, the world's number one

Covid-19 is obviously

having a dramatic impact

on this sector. The virus

has made everyone more

aware of the importance of

hygiene and the need for effective sani-

Lifebuoy brand, the world's number one hygiene soap brand [Neilsen Unit Sales. Total Markets, Latest 12 Months], currently rolling out on shelves across the UK, is kickstarting an educational campaign to help maintain the good hand hygiene practices established during lockdown. Since its inception 130 years ago, Lifebuoy has been working hard to 'make handwashing commonplace', a philosophy that is now at the forefront of people's minds more than ever before.

The lockdown has also dramatically altered shopping behaviour with consumers more likely to buy locally and online. "There is an opportunity for convenience retailers to find local, niche brands in other categories that appeal to their local shoppers," says Matt Stanton, head of category and Insight at DCS Group."However, in household and hygiene, product effectiveness is most important, and this is where the big brands are trusted most such as Dettol, Carex, Flash and Domestos. "

All Carex hand gel products have a minimum alcohol content of 70%, much higher than 60% mandated by the World Health Organisation. Their core range of hand sanitisers (Original, Aloe, Moisture and Sensitive) are proven to kill viruses and 99.99% of bacteria. All Carex hand sanitisers have a quick dry formula for cleansing on the go.

Marigold has really noticed the shift in shopping habits since the start of Covid-19 with more and more people choosing to shop online. "A trend which is set to continue. Latest research from Mintel [Mintel Research 2020] revealed that 69% of people will continue to shop online even after restrictions are lifted," Laura Marsden, product manager, Marigold.

"Over the past 12 weeks we have seen a huge uplift in sales for the gloves category (for both durable, household gloves and disposable gloves). Marigold has seen a +49% uplift in gloves value sales in the latest 12 weeks [Value Sales for the total gloves category, total market read for IRI Household Category to 18th July 2020] (vs. the same time a year ago).

"It will be interesting to see post-covid and what cleaning and self-protection measures become the new norm, when it comes to gloves usage."

Recent consumer research commissioned by Sanex revealed that, during the lockdown resulting from the Covid-19 pandemic, Brits took the opportunity to change up their skincare routine [Research conducted in May 2020 by Censuswide on 2022 UK adults].

Colgate's Christina Havaldar Northern Europe marketing manager, personal care says: "With everyone spending an unprecedented amount of time indoors, this provided an opportunity for Brits to think about their personal skin care routine and what ingredients they were using on their skin with many looking to streamline their skincare routine and return to basics.

"We expect to see this trend continue as people become even more aware of what they are putting onto their bodies. Sanex has long been an advocate for being kind to your skin by using a limited number of carefully selected ingredients in its products that help protect the skin's natural barrier.

"Secondly, we expect to see a continued upward trend towards eco-conscious and ethical consumer shopping choices. Consumers are demanding that brands reduce their plastic waste, limit the impact they have on the planet, **6 >>>** 

### ANALYSIS

3 and use ingredients from ethical sources.

"Sanex has always had this at the heart of the brand and the Zero% range is a testament to this launching over 10 years ago and leading the way in the health and environment-conscious shower gel market."

LTC believes that the past year can be clearly split into - pre/during and post Covid-19! "The impact of the crisis has had a massive impact on consumer shopping habits and behaviours. Basket spend is up, but frequency of purchase is down," says Ayaz Tejani , managing director. "We are seeing a trade into larger pack formats. Some retailers have been better placed to manage the crisis than others. As we move into the "new normal "it is clear that those suppliers that are prepared to be flexible in adapting to the new changing market and trends will fare best. The same is true of the retailers. The data shows that those who were positioned best at the start of the crisis have gained share - those with a strong on line presence in particular - and those that have adopted a "safety first and trustworthy "shopping environment have become the destination stores."

### INNOVATION

Innovation is key to driving sales in this crowded sector and the pandemic has shown that brands with the highest brand equity, brand loyalty and optimum distribution have managed to survive and even grow during this difficult time.

Ineos Hygienics is actually a new business born out of Covid-19. George Ratcliffe, chief operating officer Ineos says: "We supplied thousands of hospitals with millions of bottles of hand sanitiser free of charge to meet a critical shortage in demand and now we are meeting the new demands for highly effective hygiene products.

"We scaled up production across six manufacturing sites in record time to ensure our products are available to meet increased demand we are seeing around the world. As a new and quickly evolving hygiene business, we are able to meet the demands of both consumers and businesses

"This is not a one-off. We have seen behaviours change significantly this year. Given the significant impact on everyone's lives we can not see society going back to its old ways."

Known for its product innovation, H&A's bath accessories ranges span across spa-inspired, affordable luxury products such as cactus body brushes and bamboo facecloths. to fashion-led brightly coloured ranges including novelty sponges and exfoliating gloves with fashion prints. The company's experience means they're able to supply retailers with day-to-day staples to affordable luxury accessories with added value.

"We work with our customers to create ranges that are unique and bespoke to them," says Holly Orton, H&A's marketing manager. "We understand the importance of keeping on top of market trends;

### 66 We expect to see a continued upward trend towards e and ethical consumer shopping choices 🤧

our recent focus has been on plastic reduction and ranges are now available with completely plastic free packaging. Our team of product developers are innovative and flexible, allowing us to make these positive changes without compromising on product durability or shelf presence."

Bacofoil has always been the kitchen helper, so the centre of our innovation is always to make things quicker and easier for consumers, whilst trying to be more sustainable. Its latest innovation, Bacofoil Cling Film will be introduced at the end of 2020, which includes bevelled edges to the packaging for easier handling, easy tear opening and our new Easy-Cut system with a curved blade which ensures a perfect cut every time. Building on previous feedback. Finally, as part of its 100% circular mission, the





Cling Film is PVC-free and made with 15% recycled resources.

Senior brand manager Zoe Lunn says: "But that's not all. Our Non-Stick Baking Paper with its unique structured surface is fundamentally different to the market and provides great results every time as it reduces the amount of contact with the bake ensuring nothing sticks, and a 5m version has recently been launched into the convenience channels. In addition, our Elasti-Fit bin liners which sit in the Waste Management category have a bespoke built in elastic fastening system that fixes securely and tightly around the bin to stop any slipping, preventing any unwanted mess.

"The triple layer thickness of the liners also prevents any leaks, removing the unpleasant job of cleaning inside the bin. Additionally, the unique bags are sealed at the side of the bag, rather than the bottom, to prevent the bag from splitting under the weight of rubbish"

Mirius saw the need for a consumerfriendly antiviral cleaner and worked to bring it to market in record time. Hycolin has been independently tested using the latest European antiviral test protocol (BS EN 14476) by a leading virology laboratory. The results demonstrate that Hycolin Antiviral Disinfectants are effective against Coronaviruses (including. the SARS and MERS viruses) as well as: Hepatitis C Virus (HCV), Hepatitis Delta Virus (HDV), Influenza Virus, Rubella Virus, Measles Virus, Rabies Virus, Human Immunodeficiency Virus (HIV), Hepatitis B virus (HBV), establishing Hycolin as leading innovator within the manufacturing and supply of cleaning products.

Darren Langdon, Commercial Director at Mirius says: "In addition, we understand that our customers want products that replicate the strength of our 'expert' ranges, this is why our Hycolin retail range is based on our Hycolin Professional cleaning products used in critical hygiene applications including hospitals, healthcare, catering and food production. Hycolin Antiviral Disinfectants also are completely bleach-free, fragrance-free and vegan friendly, providing the perfect safe Antiviral cleaning solutions for any home."

### ANALYSIS

### ALCOHOL AND NO ALCOHOL

>>> 7 The public fully understands the need now more than ever to have quality products that are going to do what they say they are going to do, which is to kill viruses effectively.

Alcohol-based disinfectant has long been recognised by the scientific and medical communities as the simplest and most effective way of destroying both viruses and bacteria when soap and water is not readily available. However, not all alcohol is the same.

George Ratcliffe, chief operating officer Ineos says: "At the core of our sanitiser is our own star performer – high purity ethanol, manufactured under strictly controlled conditions to meet the specialist requirements of pharmaceutical, medical and other applications.

"Our product is free of impurities seen in many agricultural sources of ethanol and of concern to the US Food & Drug Administration (FDA). Because of its high purity, it is already being used as a pharmaceutical grade reagent to purify RNA and DNA in the UK's COVID-19 testing programme.

"In contrast with many suppliers, we formulate our sanitiser hand gel with 75% alcohol, as advised by The World Health Organization, the US FDA, and health services in Europe. This ensures that it is effective in eliminating 99.9% of viruses and bacteria which is what the public wants. oWe are providing hospital grade hygiene for the home, to meet the needs of a world to meet the new demands for hygiene against Corona and other viruses. Our sanitiser products are made from 75% alcohol solution. We make the alcohol ourselves from raw ingredients and have more than 20 years' experience of working in this highly regulated environment.

However not everyone's skin agrees with alcohol-based products – especially children.

Mrs Crowley of Co Dublin and mother to Caoimhe 13, Eimear 11, Darragh 7 explains: "My children's hands were raw red during the CoronaVirus pandemic from using alcohol hand sanitiser. I think Virapro Kids is a great idea for children! I would use it for my children as it is alcohol free and dermatologically tested and the fruity scents will also appeal to my children. It is great that they come in different sizes that can be put in the children's backpacks for school and after school activities."

Inspired by stories like these Portfolio Group created Virapro Kids. No more offensive alcohol smell, as they come in four fruity scents, Strawberry, Apple, Banana and Bubble Gum.

Tony McMullan, ViraPro director says: "We know at Virapro that Mrs Crowley's story is a common one. At the onset of the pandemic, children were having to use alcohol sanitisers which can break down a child's skin leaving it cracked and bleeding. Virapro Kids will avoid that and ensure that kids hands are sanitised in a safe manner with no more tears because of sore hands."

EM Pharma recent consumer insight study identified that daily hand sanitiser use is high, but for 63% of all adults/72% of female adults, this usage is compromising the skin on their hands. Skin issues reported included dry and dehydrated skin, irritated and itchy skin and sore and red skin. While 98% of adults want a hand sanitiser that kills bacteria & virus, not surprisingly 95% also want a hand sanitiser that's kind to skin.

Matt Harrington head of sales – EM Pharma says: "This has been a steep learning curve for many and only now are people realising that not everyone can tolerate the frequent use of alcoholbased hand sanitisers – such as eczema sufferers and those with more sensitive skin.

"These consumers are increasingly looking for an alternative - and that's been the driver for our launch of Sterileeze. Steril-eeze – is a Hypochlorous (HOCl) based, alcohol-free multi-purpose sanitiser which is both highly effective in the fight against viruses and bacteria and kind to skin."

### ENVIRONMENT

Efficiency is still the key purchasing criteria for consumers however they are now affording more importance to the environment when choosing their cleaning products. 66 Shoppers are aware of the impact consumables have on the planet and so we always consider this 99



"Shoppers are aware of the impact consumables have on the planet and so we have and will always consider this during our product development," says Joanne Evans, Mapa Spontex marketing manager. "We are committed to working towards a product range that is as sustainable as possible. Our recently launched Soap Pads are a great example of what we are striving to achieve, they have a 100% recyclable cardboard pack that's very different to anything used in this sector. We use 100% biodegradable soap that's free from animal ingredients and hazardous preservatives plus 85% recycled steel wool to make the pads.

"We are also in our second year of part-

nership with TerraCycle and are proud to share that we have succeeded in recycling almost 850,000 disposable gloves keeping them out of landfill! Ultimately, planet-friendly products are becoming the new norm which presents an exciting opportunity for us to work with our retail partners to drive real change across the Cleaning Tools & Gloves category.

"Online shopping has also experienced phenomenal growth as Covid-19 has given people the opportunity to experience a new convenient way to shop that will undoubtedly impact their habits longer term. To ensure we flourish in this growing online channel and attract all of these new consumers we have enriched our online content and have also increased our portfolio of online friendly products, for instance our Catch & Clean Broom now comes in a much more compact ready to ship format that makes it less prone to damage plus easier to post. We've even gone a step further and have started trialing products that use the actual shipping carton as their packaging with plans to go even further next year."

Colgate's Christina Havaldar Northern Europe marketing manager, personal care says: "With sustainability front of mind, Sanex has recently launched an improved 99% biodegradable formula for its Zero% shower gel range, which contains a minimal number of ingredients and is free from sulphates, colourants, and soap and is 100% vegan. As well as this, the packaging is 100% recyclable.

"Earlier this year, Sanex launched the Bamboo Natur Protect deodorant in both a spray and roll-on variety. Formulated to be kinder on both the skin and planet, the Bamboo Natur Protect is made with natural bamboo powder which cleverly absorbs bad odours and moisture to keep you feeling fresh without interfering with the body's natural processes."

### **BIG BRANDS**

Household cleaning shoppers are also extremely brand loyal – only 40% of shoppers will switch brands if their usual product is not available. So stocking the right brand is key to category success

"A market leading brand like ours has a broad product portfolio that covers all consumer needs, delivers innovative NPD, achieves high awareness and recognition levels and most importantly has a consistent proven performance," explains Joanne Evans, Mapa Spontex marketing manager.

"On top of this, Covid-19 has brought the cleaning tools category front of mind for a lot of consumers who are now actively seeking the reassurance of a well-known and trusted brand like ours with products that bring performance benefits.

"Smaller players that can bring genuine differentiation can help to widen consumer choice, but in a cate-

### ANALYSIS

gory where range rationalisation is often a focus and shelf space is often limited in-store, ranging products like ours with market leading rates of sale is undoubtedly the best way to drive category growth."

Ineos believes that recognised brands have been around for generations and will always be important. "However, Ineos Hygienics is a new player and therefore we are agile, but we are not small. In just three months we installed 6 new plants in the UK, Germany, France and the USA, designed to produce 1 million bottles of hand sanitiser every month" says George Ratcliffe, chief operating officer.

"As the world's largest manufacturer of high purity synthetic ethanol, steeped in safety and operational excellence in a highly regulated environment, we are uniquely placed to assure our customers of continuity of supply and the highest levels of product quality, meeting new market needs born out of Covid 19.

"As a new and quickly evolving hygiene business, we will be able to meet the demands of both consumers and businesses as we all adapt to the new demands for hygiene against Corona and other viruses.

"To date, we've delivered more than four million bottles of sanitiser to hospitals around the world, bringing confidence to thousands of frontline medical staff and care providers. Now we're able to offer that same level of protection to the public. Ineos sanitiser products will now help us all to target viruses and bacteria with confidence at home, at work and beyond

PPC is growing year on year and now proudly open to wholesale as well as retail. Stafford Woods, general manager, says: "We are very pleased with progress in the sector and our success gained the traction needed to open negotiations with other wholesalers.

"Then came the Lockdown preceded by panic buying! Fortunately, the company was able to perform well through this period and most of the customers were very happy and said so!

"The experience since is that we have gained significant underlying growth. Retailers who had not previously bought



### 66 As hygiene has become more important we have seen a strong growth in overall sales 99

our range started to buy because there was no other stock."

Sofidel is really proud of the collaborative relationship it has established and continues to innovate and introduce new products. "There is no doubt we are currently operating in very challenging times, therefore it is essential to recognise customer requirements," adds sales manager Richard Neave.

"Nicky Defend marks more innovative growth within Sofidel, not only have we created a bespoke product but have also reacted promptly to current market requirements."

Palmers believes that toiletries and personal care is a vast category that needs

to be split in different sub-categories to really understand the impact Covid-19 has had.

Zahira Beddou, marketing director UK & France says: "Looking specifically at the hand and bodycare categories, Covid-19 has actually boosted the sales of that market exponentially. This market has historically been flat year on year for many years now. It is a very big, mature and volatile market with big players.

"The need for moisturising hands after the many washing we were supposed to do at the beginning of the pandemic has seen hand cream brands running out of stock overnight.

"This in turn has also boosted sales of any form of moisturising cream and lotions that were also used in buckets or at least stocked-up by consumers between March and June. I expect this trend will fade, up until end of September before trending up again with the threat of a second wave of Covid looming over the winter seasons."

With innovations like these this category is only likely to flourish further whatever the challenges. So watch this space.

### H&A

### **ACCESSORIES EXPERTS**

#### DETAILS

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KEY GONTACTS Holly Orton Licensing & Marketing Manager Nicola McQuillan Marketing Director

KEY BRANDS Calcot Manor All Over Softly

Beauty Crush Disney LOL Surprise H&A are the category experts with more than 30 years' experience in supplying high quality bath, beauty and hair accessories.

Known for product innovation, their bath accessories ranges span across spainspired, affordable luxury products such as cactus body brushes and bamboo facecloths, to fashion-led brightly coloured ranges including novelty sponges and exfoliating gloves with fashion prints. Their experience means they're able to supply retailers with day-to-day staples to affordable luxury accessories with added value.

"We work with our customers to create ranges that are unique and bespoke to them," says Holly Orton, H&A's marketing manager. "We understand the importance of keeping on top of market trends; our recent focus has been on plastic reduction and ranges are now available We work with our customers to create ranges that are unique and bespoke to them **99**  with completely plastic free packaging. Our team of product developers are innovative and flexible, allowing us to make these positive changes without compromising on product durability or shelf presence."

With a wealth of experience in the world of licensing and producing products for children, they also offer a range of hair accessories and brushes available in must-have brands such as Disney & LOL Surprise as well as exclusive branded designs for children.

Orton concludes "Our decades of experience in accessories, coupled with our product quality and excellent delivery record makes us an invaluable supplier to retailers in 2020 and beyond".

Following their policy of 'Reduce, Reuse, Re-imagine', all unnecessary plastic packaging has been removed and the range is fully recyclable.



### **ET BROWNE**

# FAMILY-OWNED BEAUTY BRAND



### The nature of you

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IG10 3FL

#### KEY CONTACTS Zahira Beddou Marketing Director UK & France

KEY BRANDS

Palmer's Cocoa Butter Formula and Palmer's Coconut Oil Formula Palmer's is celebrating its 180th anniversary, the American familyowned brand has been around for nearly two centuries selling natural cocoa butter and coconut oil skincare and haircare products since the 1970s.

Anecdotes about how Arnold Neis – who acquired the company in the early 70s, made the American family's kitchen his laboratory to invent a stable formula for cocoa butter so that jars could be kept in the bedroom or bathroom rather than the fridge - like so many afro-Caribbean women of the time used to do.

He eventually did so with natural waxes that kept the butter stable without reducing its original attributes. And so, Palmer's Cocoa Butter Formula Original Solid Jar was born. Since then the family business has gained international presence and Palmer's quickly became a global brand selling in more than 100 countries, including in the UK where Palmer's is the leading cocoa butter bodycare brand'.

### FOCUS ON SKIN AND HAIR

Palmer's is focused on delivering luxurious and naturally inspired products that are highly effective, affordable and fea•• Highly effective, affordable and featuring unique scents and textures **99** 



turing unique scents and textures using ingredients of sustainable and ethical sources to help women of all background and ethnicities enhance the natural beauty of their skin and hair.

Zahira Beddou, marketing director UK & France says: "Less known than their bodycare products, Palmer's has always had haircare ranges but were mainly sold in independent and afro/ethnic shops. It's only after 2015 that the hair business of the brand took off thanks to a major listing of their Coconut Oil Formula hair range at Superdrug.

"Fast forward five years, and Palmer's Coconut Oil Formula hair range is now widely available including at Tesco where the brand recently gained a major listing helping the brand grow even faster in the hair category."





SOURCE 1.RI EPOS data - Total Bodycare unit & value 52

w/e 11th July 2020.



The nature of you"

### 1 Solid Jar...



Palmer's Cocoa Butter Formula Original Solid Jar is a unique, multipurpose moisturiser with up to 101 uses, from softening and moisturising dry skin to protecting tattoos and removing make-up. Providing 24-hour hydration, it is made with ethically sourced Cocoa **Butter and Natural Vitamin E.** The concentrated, water-free formula makes it ideal to relieve dry and sensitive skin and it is also suitable for eczema-prone skin.





F 20 @PalmersUK • uk palmers.com • #jar 101

NET WT. 100g/3.5 oz. e



DAILY SKIN THERAP

PALMER'S

COCOA BUTTER FORMULA®

with Vitamin E

### COLGATE

# KIND ON SKIN AND ON THE PLANET

#### DETAILS

Colgate Palmolive Company Guildford, Surrey GU2 8JZ 01483 302222 www.sanex.co.uk

**KEY CONTACTS Christina Havaladar** Northern European Marketing Manager

KEY BRANDS Sanex Our skin is with us for a lifetime, it is our interface with the world and those that we love, and it protects us; which is why it is more important than ever that we protect it in return. Since its conception over 35 years ago, Sanex has been an advocate for being kind to your skin, using carefully selected ingredients in its products that help protect the skin's natural barrier.

Christina Havaldar Northern Europe marketing manager, personal care says: "It is this mission and the high standard of our products which has led to Sanex to become the fastest growing mass body cleansing brand in the UK<sup>1</sup>. The brand has experienced continual year on year growth and has had a number of category best-sellers: including Sanex Dermo Moisturising - the No. 3 shower gel and the Sanex Dermo Kids range, which is No.1 in the kids shower gel category.

"While people are increasingly making conscious and ethical purchase decisions, Sanex has always had this at the heart of the brand. The Sanex Zero% range is a testament to this, launching over 10 years ago and leading the way in the health-conscious shower gel market. Further enhancing an already mar•• It is this mission and the high standard of our products which has led to Sanex to become the fastest growing mass body cleansing brand in the LIK ••

#### SOURCES

 UK Nielsen July YTD 2020 Value Sales % Chg vs YA.
 Research conducted in May 2020 by Censuswide on 2022 UK adults.



ket-leading formula, earlier this month Sanex announced a new formula for the Zero% shower gel range boasting an improved 99% biodegradability. Responding to growing consumer demand for brands to do more to reduce plastic waste and their impact on the environment, the Sanex Zero% packaging is 100% recyclable."

### **NEW RESEARCH**

New research from Sanex found that Brits were concerned about the impact that lockdown was having on their skin, with many using the time at home to return to basics and streamline their personal skincare routine<sup>2</sup>. With a minimal number of ingredients Sanex Zero% is free from sulphates, colourants, and soap and is 100% vegan. The mild and pH balanced formula reduces the risk of allergic reactions and helps to avoid irritation, while restoring your skin's natural pH and keeping skin moisturised and healthy.

Sanex is supported with an always on targeted media campaign designed to reach our highly engaged and loyal audience. To highlight the reformulation of the Zero% shower gel formula, Sanex will unveil a 'living mural' made of moss as part of a wider OOH campaign in September. The mural, the first of its kind for a personal care brand, brings to life the key message that the formula uses carefully selected ingredients that respect both your skin and the planet, with the moss representing the Earth.

Conscious consumers can also enjoy Zero% deodorants in both spray and roll-on formats. The dermatologically tested formula is made with minimal ingredients and is free from ethyl alcohol, aluminium chlorohydrate and synthetic anti-transpirants, helping you to stay fresh and dry for longer whilst caring for your underarm skin. Respecting both your skin and the planet, the roll-on packaging is now 100% recyclable.



### UK'S SHOWER GEL BRAND WITH THE HIGHEST SHOPPER LOYALTY'



**No. 3** shower gel category bestseller<sup>2</sup> with Sanex Dermo Moisturising.



**B** No. 1 kids gel shower gel stseller<sup>2</sup> category bestseller<sup>3</sup>. Dermo



**Only shower gel brand accredited** by The British Skin Foundation.

<sup>1</sup>Kantar Wordpanel, Shower Gel, 52w/e 16th July 2019. / <sup>213</sup>Nielsen Scantrack Shower & Bath, to YTD WE 30.06.2019.



ZER0%

**Keeps skin healthy** 

Sanex

DERMO MOISTURISING

### DCS

# LEADING THE WAY WITH TOP BRANDS



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www.dcsgroup.com

KEY CONTACTS Michael Lorimer Chief Executive Officer Clare Bocking Chief Commercial Officer

KEY BRANDS Airwick, Ajax, Alberto Balsam, Always, Andrex, Aptamil, Ariel, Aussie, Aveeno, Benadryl, Benylin, Bodyform, Bold, Braun, Brillo, Brylcreem, Calgon, Calpol, Calprofen, Carex, Cif, Cillit Bang, Clear Blue, Colgate, Comfort, Cow & Gate, Cushelle, Daz, Deepio, Dettol, Domestos, Dove, Duck, Enliven, Fairy, Febreze, Finish, Fixodent, Flash, Gaviscon, Glade, Gillette, Gillette Venus, Harpic, Head & Shoulders, Herbal Essences, Huggies, Imperial Leather, Immodium, Implulse, Johnson & Johnson, Johnson's Baby, J Cloth, Kiwi, Kleenex, Lenor, Lemsip, Listerine, Lynx, Milton, Mr Muscle, Mr Sheen, Neutrogena, Nice & Easy, Nicorette, Nivea, Nurofen, OGX, Olay, Oral B, Original Source, Palmolive, Pampers, Pantene, Persil, Pledge, Plenty, Radox, Raid, Sanex, Shake & Vac, Shockwaves, Simple, Silvikrin, Steradent, Strepsils, Sudafed, Sudocrem, Sure, Surf, Tampax, Tresemme, Toni & Guy, Vanish, Vaseline.Veet, Viakal, V05, Windolene

The need for washing and sanitising our hands has become automatic to many of us through the pandemic. 62% of people say their hand hygiene habits will change for ever<sup>1</sup>.

Sales of both hand wash and hand sanitiser have skyrocketed and consumer attitudes are changing, according to information from both Nielsen and Kantar.

Anti-bac hand wash sales are up +180%, with 3.8m more shoppers buying handwash products<sup>2</sup>. 44% of people expect to continue using more handwash than they did previously, and 22% expect to keep a store of handwash at home to make sure they don't run out<sup>1</sup>.

### SANITISER GROWTH

Growth in hand sanitiser gel is even more pronounced, with sales up more than 1400% vs last year, and a massive 8.7m extra shoppers now buying in to the category<sup>3</sup>.

One in three people say they will now use more hand gel than before the pandemic began and 35% now expect to carry hand gel with them whenever they leave home. Clare Bocking, chief commercial officer of DCS Group says: "Consumers are also using up supplies almost two weeks earlier than before, showing the increase in day-to-day usage<sup>1</sup>.

### 

•• The topselling hand sanitiser product by far throughout the pandemic has been Carex ••

### SOURCES

1: Dunhumby Shopper Thoughts 2020 2: Nielsen, total market. value sales to May 2020 3: Nielsen and Kantar data to 11th/12th July respectively 4: Nielsen, total market value sales to 11th July 2020 5: Kantar Worldpanel FMCG — Total HBB — number of occasions chosen L4w/e 17th May 2020 6: Nielsen Coverage Weekly, 13th June 2020 7: Brand Tracking, 200 respondents, May 2020 8: Nielsen Scantrack – Total Coverage — L12w/e 14th June 2020 \*Enveloped viruses such as Coronaviruses

Carex is the number one hand gel brand<sup>4</sup>, and is also the fastest-growing<sup>5</sup>. Market share is three times higher than the nearest competitor brand<sup>6</sup>, and brand awareness with consumers is almost three times higher too<sup>7</sup>.

All Carex hand gel products have a minimum alcohol content of 70%, much higher than 60% mandated by the World Health Organisation.

Their core range of hand sanitisers (Original, Aloe, Moisture and Sensitive) are proven to kill viruses\* and 99.99% of bacteria. All Carex hand sanitisers have a quick dry formula for cleansing on the go.

### **TOP-SELLING BRAND**

The top-selling hand sanitiser product by far throughout the pandemic has been Carex 300ml Aloe Vera, selling four times as much as its nearest competitor<sup>8</sup>. It is our number one product recommendation for all convenience retailers, large or small.

Bocking adds: "Given the high proportion of shoppers saying they will carry hand gel with them whenever they leave home, the smaller 50ml pack sizes are equally important – they are perfect for shoppers to carry in their pocket or handbag, or to store in the car."

The two Carex top-sellers are Aloe Vera and Moisture Plus, and they are a great opportunity for displaying clearly in store to drive impulse sales.

There are Original and Sensitive variants available as well, alongside Fun Editions (Love Hearts, Mr. Men Little Miss Sherbet Lemon and Strawberry laces) to help encourage children to stay safe too.

Carex is promoting its product awareness extensively and has partnered with the government on the Enjoy Summer Safely campaign.

This means shoppers will see regular announcements for the key Carex products and will be expecting to see them in stores around the UK.





1: Nielsen – Liquid Hand Wash and Hand Disinfectant – Total Market – Value Sales – MAT 13.06.2020 2: Nielsen – Liquid Hand Wash – Total Impulse – Value Sales – MAT 13.06.2020 3: Nielsen – Hand Disinfectant – Total Impulse – Value Sales – MAT 13.06.2020

### MARIGOLD

# TRUSTED BRAND FOR PROTECTION

#### DETAILS

Marigold Freudenberg Household Products, 2 Chichester St, Rochdale OL16 2AX www.marigold.co.uk

KEY CONTACTS Laura Marsden Product Manager, Marigold

KEY BRANDS Marigold

#### SOURCE

 Value Soles for the total gloves category, total market read for IRI Household Category to 18th July 2020.
 The test methodology included testing on 2 most common in home bacteria (E. coli and S. aureus) on ceramic tile surfaces & Iaminate countertops. Tested by an independent accredited institute.
 Mintel Research 2020. Not surprisingly, one of the biggest trends Marigold has seen in the past few months is combatting the spread of germs and bacteria. As a result, the brand has seen a huge uplift in sales for the gloves category (for both durable, household gloves and disposable gloves). The total gloves category is up +30% in value, in the latest 12 weeks (vs. the same time period a year ago)<sup>1</sup>; with Marigold gloves growing ahead of the total gloves category at +49% value sales<sup>1</sup>.

Laura Marsden, product manager, says: "The household gloves segment has seen the biggest absolute growth in terms of value sales<sup>1</sup>, as at-home cleanliness becomes an increased focus for consumers. In the latest 12 weeks, the household gloves segment has grown by more than  $\pounds 1.8m^1$ . Marigold Extra Life Kitchen Gloves remain the UK's No.1 glove type, with size medium taking the top spot as the UK's best-selling household glove<sup>1</sup>.

### **PROTECTION A KEY FOCUS**

"With protection a key focus, the disposable gloves segment has also grown +51% in value in the latest 12 weeks vs. the same period last year<sup>1</sup>. We have seen a +88% increase in Marigold disposable gloves value sales in the latest 12 weeks<sup>1</sup>,



• The household gloves segment has seen the biggest absolute growth in terms of value sales 99



with the biggest absolute growth coming from our Marigold Multi-Purpose disposables gloves (pack of 40 gloves).

"In response to the same trend, we are also seeing growth in the cloths & scourers categories. With value sales up, +15% and +27% respectively, in the latest 12 weeks<sup>1</sup>. In Q1 to Q2 this year, we rolled out a packaging upgrade across the Marigold cloths and scourers range.

"The timing of this has complemented the recent hygiene trends, as the packaging upgrade has been designed to simplify the shoppers' decision making experience for these categories. We know that purchase decisions are often made in a matter of seconds, so it's important that packaging clearly and simply communicates product benefits. The Marigold cloths and scourers packaging upgrade gives increased prominence to key USP's and also includes product type descriptors as part of the quirky product names, to aid shopper product selection.

"This year we have also introduced a new hygiene claim for Marigold Let It Shine Microfibre cloths: "Removes over 99% of bacteria with just water"<sup>2</sup>. This is a key product benefit, when hygiene is high on the agenda for many shoppers.

Marigold has a new look and feel and will launch in August, starting with a comprehensive print campaign, across 15 popular consumer press titles, with a reach of almost 11 million."





# Keeping it simple for your shoppers

Our cloths & scourers range covers key market segments, now with new simplified packaging communications to aid product comprehension



### LEICESTER TISSUE COMPANY

### **INVESTING IN SUCCESS**

#### DETAILS

Leicester Tissue Company Westmoreland Avenue Thurmaston Leicester LE4 8PH 0116 366 9070 info@leicester tissuecompany.co.uk www.leicester tissuecompany.co.uk

### KEY CONTACTS

Amin Tejani Chairman and CEO Ayaz Tejani Managing Director Frank Millward Sales and Marketing Director

#### **KEY BRANDS**

Quantum Magnum Splash Buster Grime Buster Soft and Cheeky Feather Soft We are now 5 years into a 10-year x £130 million investment program. In the last 18 months alone, we have added two new PCMC converting lines to meet our rising customer demand at our Thurmaston site in Leicester, increasing our capacity by a further 20,000 tonnes.

To accommodate further storage of finished goods and raw materials we have added 115,000 square feet of new warehousing at two new sites – Pinfold and Leicester Park.

Further investment in robotics has improved our efficiencies and enabled us to offer our customers in store merchandize-able pallet formats – reducing packaging and waste.

Ayaz Tejani, managing director, says "The Leicester Park development is particularly important to us as it will provide a springboard for our continued growth •• We will continue to grow and in doing so we will continue to invest 99 as the home for our first paper mill in 2022. This will make us fully integrated"

"We are approaching a new recession and we expect that the market will polarise between economy and premium – but value (not just retail price) will remain key."

Frank Millward, sales and marketing Director, sums it up: "We will continue to offer what the market and shoppers want. That is key for the business.

"Our new brand launches in the environmental sector with Bamboo base sheets and Paper Packaging demonstrate this.

"We will continue to grow and in doing so we will continue to invest. Innovation is key to adding value for the consumer and our marketing and NPD team are constantly looking for opportunities.

"In this industry to stand still is to lose!"



Deicester Tissue Company Limited, 15 Westmoreland Avenue, Thurmaston, Leicester LE4 8PH

### **PUNJAB PAPER CONVERTERS LTD**

### **GROWING INVESTMENT**

### DETAILS

PPC info@punjabpaper.com 01254 693899

**KEY CONTACTS** Stafford Woods General Manager

KEY BRANDS Doublelux

Softlux Wipe It! Zappit Use It! PPC has had an increased focus on the convenience sector over the past two years by developing relationships with key wholesale customers such as Parfetts, United Wholesale Grocers, East End Cash & Carry, Time Wholesale Ltd and Dhamecha Cash & Carry.

This was achieved by the introduction of Price Marked packs on our Doublelux 2 ply Toilet Tissue and Wipe it! Kitchen Towels.

Stafford Woods, general manager, says: "We are very pleased with progress in the sector and our success gained the traction needed to open negotiations with other wholesalers.

"Then came the Lockdown preceded by panic buying! Fortunately, the company was able to perform well through this period and most of the customers were very happy and said so! •• We are very pleased with our progress in this sector and our success gained 99 "The experience since is that we have gained significant underlying growth. Retailers who had not previously bought our range started to buy because there was no other stock.

"Consequently, consumers bought our products, were very pleased with the quality, and are now regular purchasers."

### SALES GROWTH

The sales growth also came on the Softlux 3 ply Toilet Tissue range. This was not price marked but the company have now introduced this concept with our 4 pack @£1.49.

Woods concludes: "The wholesale and convenience Sector is now a significant sector of the business base and offers nation-wide distribution for the ranges, which offer high quality at very competitive prices for the consumer, with very good margins for the retailer!

info@punjabpaper.com



Lower Eccleshill Road, Darwen BB3 0RP



### SUPPORTING THE INDEPENDENT CONVENIENCE SECTOR WITH SOFT TISSUE









PPC has increased focus on the Convenience Sector over the past two years by developing relationships with Key Wholesale customers such as Parfetts, United Wholesale Grocers, East End Cash & Carry, Time Wholesale Ltd and Dhamecha Cash & Carry.

This was achieved by the introduction of Price Marked packs on our Doublelux 2 ply Toilet Tissue and Wipe it! Kitchen Towels.

The business was very pleased with progress in the sector and our success gained the traction needed to open negotiations with other wholesalers. Then came the Lockdown preceded by panic buying! Fortunately, the company was able to perform well through this period and most of the customers were very happy and said so!

The experience since is that we have gained significant underlying growth. Retailers who had not previously bought our range started to buy because there was no other stock. Consequently, consumers who bought our products, were very pleased with the quality, and are now regular purchasers.

The sales growth also came on the Softlux 3 ply Toilet Tissue range. This was not price marked but the company have now introduced this concept with our 4 pack @£1.49. The Wholesale and Convenience Sector is now a significant sector of the business base and offers nation-wide distribution for the ranges, which offer high quality at very competitive prices for the consumer, with very good margins for the retailer!

### WWW.PUNJABPAPER.COM

### MAPA SPONTEX

### **EXPERTS IN CLEVER CLEANING**

66 Our

products are

innovative

and offer a

best-in-class



Mapa Spontex UK **Berkeley Business Park** Wainwright Road Worcester **WR4 9ZS** 01905 450300 webmail.spontexuk@ newellco.com www.spontex.co.uk Instagram: SpontexUK Facebook: SpontexUK Twitter: SpontexUK YouTube: SpontexUK

KEY CONTACTS **Marc Matthews Managing Director Joanne Evans** Marketina Manager Ken Blake Sales Director

**KEY BRAND** Spontex The Essentials by Spontex **Spontex Specialist** 

SOURCE 1 IRI cumulative value sales for branded wiping, scouring, dusting, gloves and floor: Total Market, 52 w/e 11th July 2020.

As the UK's No.1 cleaning tools brand<sup>1</sup>, Spontex understand the importance of standing out from the crowd. Having created the world's first cellulose sponge in 1932, they have gone from strength to strength developing a complete range of market leading cloths, scourers, gloves and mops. Spontex attribute their success to a category focused approach and consumer driven high quality products. Having worked closely with consumers to explore attitudes and behaviours, Spontex understand the category from a consumer perspective. They've found a spectrum of cleaners from Less to More Houseproud and whilst it's clear that cleaning triggers and motivations are wildly different there are two things that they all have in common - the desire for a good end result and products that deliver this quickly and easily.

Joanne Evans, marketing manager says: "In keeping with our brand principles we always ensure our products are innovative, consumer driven and offer a best-in-class solution for consumers and consequently retailers. The exceptional rates of sale of our market leading prod-



### **80 YEARS OF KNOW HOW**

Spontex have dedicated 80 years to developing products with added value features and benefits that make cleaning better, quicker and easier. They ensure that every product is made to the highest quality with an extra "trick" to deliver this. Spontex believe a greater awareness of hygiene and cleanliness brought about by Covid-19 has led to more consumers seeking the reassurance of a well-known and trusted brand like theirs with products that bring performance benefits. Spontex know that with more time spent at home, new cleaning routines have been formed, usage occasions have increased, new categories such as gloves for protection have been entered and as consumers remain highly engaged with cleaning, they will continue to actively seek out the best products for the job.

Spontex believe they can no longer design a great product unless they consider its environmental footprint and strive to reduce its impact year after year. Evans says: "We're proud of the progress we've made to reduce and remove single use plastic and non-recyclable packaging from several products, thereby reducing waste."

### **GOOD CLEAN FUN**

Spontex know that cleaning is an emotive activity and purchasing cleaning materials, especially online, is increasingly front of mind driven by Covid-19 and cleanfluencers. Spontex plan to upweight their digital and social presence to make even more people aware of their superior product quality.

Evans concludes: "A strong promotional and activation plan is also important to engage in-store and we have plenty of exciting upcoming initiatives to bring some fun to the category, making us confident that we will continue to be the right branded partner in the cleaning tools category with the must-have range to drive category growth."



### New from the UK's No.1 Cleaning Tools Brand\*



10 SOAP PADS

### Efficient and tough soap filled pads... now in 100% RECYCLABLE PLASTIC FREE PACKAGING!



### To find out more call 01905 450300 or speak to your Account Manager today!

\* IRI cumulative value sales for branded wiping, scouring, dusting, gloves and floor: Total Market, 52 w/e 11th July 2020.

### **MELITTA**

# FOCUS ON SUSTAINABILITY

#### DETAILS

Melitta UK Ltd Hortonwood 45 Telford Shropshire TF1 7FA 01952 678800 enquiries@ bacofoil.co.uk www.bacofoil.co.uk

KEY CONTACTS Paul Feery Country Manager UK & Ireland Zoe Lunn Senior Brand Manager

KEY BRANDS Bacofoil Melitta The Food Wrap category grew 22%<sup>1</sup> throughout the 12-week lockdown period seeing people turn to baking and cooking at home. During this same period, Bacofoil grew by 56.9%<sup>1</sup> with all parts of the portfolio contributing to the growth.

Senior brand manager Zoe Lunn says: "With home baking and cooking becoming national interests during lockdown, the food wrap category has seen spikes in demand. Bacofoil's market share has grown throughout the period, offering an opportunity to showcase our trust and reliability to more consumers.

"Quality comes first for Bacofoil and we're proud to be the Nation's number one food wrap brand. We always develop products with unique benefits that aim to take the hassle out of everyday jobs. The Bacofoil Non-Stick Baking Paper is a perfect example. Its unique and innovative non-stick textured surface reduces the amount of contact with the bake.

"Throughout lockdown, we've seen through our social media pages the love consumers are putting into baking and therefore look for products that deliver the right results. In this period, the Baking Paper market rose 84.8%1 whilst Bacofoil increased by 184.2%<sup>1</sup>."

### **SPECIAL MOMENTS**

Making the connection between the special moments consumers experience when baking or cooking and how Bacofoil plays its part as the kitchen helper, has been at the heart of the brand's marketing strategy.

Lunn adds; "Throughout our digital



With home baking and cooking becoming national interests during lockdown, the food wrap category has seen spikes in demand marketing and social media campaigns in 2020, we've put the spotlight on making moments, happy memories. During Mother's Day we called out to dad's looking to use the time to create a happy memory with their kids creating a Mother's Day bake with the family.

"This Summer, we've been inspiring consumers to enjoy family & friends events in their back garden in our 'it's all happening at yours' campaign. And the end of August will see us launch our Back to Baco School campaign providing easy packed lunch on a budget ideas utilising our recently awarded Made for Mums approved Zipper Bags.

"Whilst maintaining high quality products which deliver market leading performance, we see the need to change too. We take our responsibilities seriously, whether to our customers, our employees, or the environment.

"That is why we work hard to develop convenient, hassle-free products that are better for the environment. 2021 will see a lot of NPD from Bacofoil, all delivering high performance and improved customer experience, whilst also delivering against our sustainable goals.

"We believe that together with our customers we can make a positive impact on the future. Which has led to our Honest 100 strategy to become 100% circular – meaning our raw materials and our products at the end of their life are recycled.

"We will bring our 100% CIRCULAR mission to life through our four Rs.. These are Redesign, Recycle, Reduce, and Reuse."

SOURCE 1. Nielsen Scan Track, Value Sales, 12 WE 13.06.20.





### **Still going strong**

Trusted by millions across the UK

From foil and cling film to baking paper and food bags, we're proud to have been there for families during those wonderful lockdown bakes, BBQs and dinners. No fuss, no mess, just **strength you can trust**.



bacofoil.co.uk

### MIRIUS

# SCIENTIFICALLY PROVEN TO WORK

#### DETAILS

Mirius Woodhams Road Siskin Drive Coventry CV3 4FX info@mirius.com 02476 639739 www.mirius.com

#### **KEY CONTACTS Darren Langdon** Commercial Director **Chris Richmond**

Head of Marketing
KEY BRANDS

Hycolin Vital Fresh Refresh! Mireco Super Professional Eco Select William Pearsons Omnicide Tricel Filetti

Hycolin Antiviral Cleaners have been independently tested to BS EN 14476 and proven to be effective against enveloped viruses including Coronaviruses. Many products are claiming to kill enveloped viruses such as Coronaviruses - the Hycolin range can scientifically and independeontly prove it does. As Covid-19 began to sweep the globe, Mirius's Professional Healthcare division was supplying hospitals and healthcare providers across the world with antiviral cleaning products and recognised the urgent need for a trusted consumer range of antiviral disinfectants. Despite numerous challenges from a formulation and testing standpoint as a highly engaged bio-security business Mirius were able to act quickly to bring the first product in the range - Hycolin Antiviral Surface Cleaner - to market in a matter of weeks, and as such has allowed consumers across the UK and Europe to protect their households against harmful bacteria and viruses during this crucial time.

### **EFFICIENT TECH SPEC**

The Hycolin cleaning range combines efficiency and excellent technical specifications which has shown them to be effective against Coronaviruses in independent laboratory tests, outperforming numerous competitors including the brand leaders within the sector. Extensive testing has also proven the products rapidly kill a wide range of harmful bac-





• The Hycolin range can scientifically and independently prove it kills Coronaviruses



teria and viruses including E. coli, Pseudomonas aeruginosa and the superbug Staphylococcus aureus (MRSA).

The new range of powerful disinfectants, not only cleans surfaces and reduces the risk of cross-contamination but also kills 99.99% of germs and viruses in under 5 minutes, includes a Bathroom Cleaner, Kitchen Cleaner, Stainless Steel & Glass Cleaner, Hand Soap, Toilet Gel and an aerosol Surface Spray.

The Hycolin range features a number of trigger sprays, the bottles of which are made from 100% recycled plastic (rPET) and are 100% recyclable after use. The extensive selection of products are also completely bleach-free, fragrance-free, vegan friendly and never tested on animals, providing the perfect safe antiviral cleaning solutions for any home.

Darren Langdon, Commercial Director at Mirius says: "We are extremely well prepared for future developments in cleaning and hygiene, with an innovative forward-thinking NPD team.

"Constantly developing bio-security products for new strains of germs and viruses is one of our specialities and as a key manufacturer of bio-security products for hospitals and food producers in over 80 countries worldwide, our technical research and development never stops.

"We already have products under independent testing for long-term residual antiviral action and we are also working to reduce contact kill times. The quicker products kill and the longer they can protect surfaces from reinfection and cross contamination the better."



### NEW **ANTIVIRAL DISINFECTANTS A MUST STOCK, POWERFUL CLEANING RANGE**



# **GROW YOUR SALES IN THE CLEANING SECTOR**

Fast becoming one of the must stock lines in Grocery

+ Kills 99.99% of Germs and Viruses + Proven effective against Coronaviruses



For more information contact Mirius: www.mirius.com | 02476 639 739 Woodhams Road, Siskin Drive, Coventry, CV3 4FX, UK Hycolin<sup>™</sup> is a registered trade mark of Mirius

### **EM PHARMA**

### KIND TO SKIN HAND SANITISER

#### DETAILS

East Midlands Pharmaceutical Ltd 2, Old Dalby Business Park Station Road Old Dalby Melton Mowbray LE14 3NJ O1664-820347 customercare@ empharma.co.uk www.sterileeze.com

### KEY CONTACTS Paul Walsh

Managing Director Matt Harrington Head of Sales

KEY BRANDS Steril-eeze - Hand & Surface Hygiene Vizulize - Eye Care Cl-ear - Ear Care Pollenase - Hayfever & Allergy Use of hand sanitiser is on the increase ... but causing skin issues. Earlier this year, EM Pharma (already a key supplier to the grocery sector with branded and private label consumer healthcare products including eyecare, earcare and allergy), conducted a consumer insight study<sup>1</sup> into the use of hand sanitiser in the wake of Covid-19, and to build a greater understanding of the benefits consumers demand from a sanitiser product. The study revealed that hand sanitiser usage is high, with 78% of adults using it at least once a day, and over half using it up to 5 times a day.

EM Pharma's head of sales Matt Harrington says: "Use of hand sanitiser is on the rise as people follow government hand hygiene guidelines. We expect this trend to continue as lockdown measures ease and people spend more time outside of the home for shopping, work, school or leisure".

But the research also revealed that use of hand sanitiser is causing skin problems. 63% of all adults including 72% of female adults noticed changes to the skin on their hands since using hand sanitiser<sup>1</sup>. Problems reported include dry & dehydrated skin, irritated & itchy skin and sore, red skin. So while 98% of adults want a hand sanitiser that kills bacteria & virus, 95% also want it to be kind to skin<sup>1</sup>

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66 95% of

adults want a



### **NEW HAND SANITISER**

In response to this consumer need, EM Pharma is launching Steril-eeze Kind to hands, a Hypochlorous based alcoholfree multi-purpose sanitiser which is both highly effective and kind to skin. It's scientifically proven to kill 99.99% of harmful viruses and bacteria, but being Hypochlorous based and alcohol-free, it won't irritate, sting or dehydrate the skin in the same way many hand sanitisers containing alcohol can.

### Alcohol-free Suitable for Sensitive Skin Suitable for Children



Steril-eeze is made with Hypochlorous Acid (HOCl). Hypochlorous Acid is a naturally occurring agent produced by the body's white blood cells to help fight infections and kill bacteria. Steril-eeze advanced formula replicates the human immune system to produce Hypochlorous, and deliver a multi-purpose sanitiser which is both highly effective and kind to skin. Matt Harrington says: "What's incredible is that the potential benefits of Hypochlorous have been recognised for many years and today it's being used in many healthcare settings such as hospitals, dentists and opticians. We're delighted to be able to bring these benefits to the consumer through the Steril-eeze brand "

Steril-eeze is also extremely convenient. It comes in an easy-to-apply, quick-drying spray that leaves no sticky residue, making it ideal for busy hands and for children. Steril-eeze can also be used to sanitise surfaces inside and outside the home such as work surfaces, car steering wheels, mobile phones and shopping trolley handles.

**SOURCE** 1. IPSOS Omnibus May 2020. 1,937 adults aged 16-75 in the UK who had used hand sanitiser

# Steril-eeze\* Kind to hands

### Not all hand sanitisers are created equal...







Steril-eeze\*

Kind to hands

Hand sanitiser

Non

14 99.99% of viruses and hacing

ACOHOL FREE

... research shows that 95% of adults want a hand sanitiser that's kind to skin<sup>1</sup>

Introduce your customers to new Steril-eeze Kind to hands, an advanced Hypochlorous based ALCOHOL-FREE multi-purpose sanitiser.

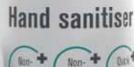
Not only is Steril-eeze scientifically proven to kill 99.99% of harmful viruses and bacteria, BUT being Hypochlorous based and ALCOHOL-FREE, it won't irritate, sting or dehydrate the skin in the same way many hand sanitisers containing alcohol can.

Suitable for sensitive skin and for children.

Steril-eeze comes in an easy-to-apply, quick-drying spray that leaves no sticky residue. It can also be used to sanitise surfaces.

### sterileeze.com

Steril-eeze products are certified to internationally recognised BS EN standards. Available in 50ml, 100ml and 250ml sizes. Manufactured in the UK, References <sup>1</sup>, IPSOS Omnibus May 2020, 1,937 adults aged 16-75 in the UK who had used hand sanitisers, Steril-eeze Kind to hands





Kills 99,99% of viruses and baters

### ILCOHOL FREE

Can also be used to sanitise surfaces

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### Suitable for Sensitive Skin



Steril-eeze\*

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Hand sanitiser

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### PORTFOLIO

### CHILD FRIENDLY SANITISER

#### DETAILS

ViraPro Kilbarrack Ind Est Dublin 5 D05TF86 0845 6769022 sales@ portfoliogroup.ie www.virapro.co.uk

#### **KEY CONTACTS Tony McMullan** Sales Director

KEY BRANDS ViraPro ViraPro Kids ViraPro Zero Indigenous Irish company ViraPro, have launched hand cleanser specifically intended for children's use to the retail trade. The new range titled Virapro Kids, is non-toxic and alcohol free.

With the return to school on all parents minds, this product launch comes at the perfect time. During lockdown parents have been able to ensure their children wash their hands at home without the use of sanitiser. However, with a return to school on the horizon, sanitiser will again become as much a school day essential as pencils and copy books.

"My children's hands were raw red during the CoronaVirus pandemic from using alcohol hand sanitiser. I think Virapro Kids is a great idea for children! I would use it for my children as it is alcohol free and dermatologically tested and the fruity scents will also appeal to my children. It is great that they come in different sizes that can be put in the children's backpacks for school and after school activities." - Mrs Crowley of Co Dublin and mother to Caoimhe 13, Eimear 11, Darragh 7

No more offensive alcohol smell, as they come in four fruity scents, Strawberry, Apple, Banana and Bubble Gum.

Tony McMullan, ViraPro director says: "We know at Virapro that Mrs Crowley's story is a common one. At the onset of the pandemic, children were having to use alcohol sanitisers which can break



•• ViraPro, have launched hand cleanser specifically intended for children's use to the retail trade **99** 



down a child's skin leaving it cracked and bleeding. Virapro Kids will avoid that and ensure that kids hands are sanitised in a safe manner with no more tears because of sore hands."

### FAMILY SUCCESS STORY

ViraPro is a brand created and owned by Portfolio Group, an Irish family business. Portfolio Group was started in 1991 by Richard McMullan, and the first person he employed was his own Dad when he managed to persuade him to come out of retirement! The company has grown from its humble beginnings and now has a presence in the UK as well as Ireland, with the main office residing in Dublin 5.

The hard work since 1991 has paid off and with suppliers and links created during the course of the companies lifetime, Portfolio were not only able to create ViraPro to answer Irelands healthcare needs, but they were one of the first companies to be able to deliver much needed sanitiser and PPE to the HSE and NHS Northern Ireland. In order to guarantee supply, ViraPro chartered cargo planes at their own expense to bring in the muchneeded healthcare products to help in the Irish fight against Covid 19.

Richard McMullan, founder of Portfolio Group says: "It was a proud day in the history of our company that we were able to help keep our Irish frontline healthcare heroes safe by using the resources and contacts we have cultivated in the last 3 decades."

With continued sustainable trade with suppliers in place, ViraPro are not only able to guarantee consistent quality supply, but also constantly expand the range.

Tony McMullan, ViraPro director adds: "We know that future risk of virus infection is going to be a constant worry in people's minds. We will continue to expand our range to offer the trade and public more user friendly and inventive solutions."



### SOFIDEL

# INNOVATION FOR NEW SOLUTIONS



DETAILS Sofidel Ltd Waterside Road Hamilton Leicester LE5 1TZ 0116 246 5200 www.nickytissue.co.uk FB Nicky Tissue UKs

KEY BRANDS Nicky Nicky continues to innovate and provide further NEW paper solutions!

In 2019 Nicky introduced its first Nicky Elite Paper Pack product. Made from Kraft paper and easier to recycle, it's a renewable and readily biodegradable material, with a lower impact on marine and terrestrial life. Manufactured through a production chain that is less pollutant than plastic, paper has lower carbon dioxide emissions.

Plastic is a key material used within our economy and is used on a daily basis. Each year millions of tonnes of plastic litter is disposed and ends up within the sea. Sofidel and Nicky continuously focus on improving sustainability and ensuring products are environmentally compatible. Large investments are undertaken to provide shoppers with consistent high quality, innovative and sustainable products at great value.

Nicky strongly asserts its leadership as an innovative brand and a pioneer for good environmental practice.

### **ADDING FURTHER INNOVATION**

Now in 2020, Nicky is introducing Nicky Defend – an innovative hygienic way to dry hands. Nicky Defend is a unique



•• Our shoppers are always at the core of our business operations ••



disposable hand towel, offering a safer approach for personal and household hygiene.

It is a soft but strong hand towel, including antibacterial to help reduce the spread of germs and bacteria on hands and towels. It prevents further spread and protects your home and the people around you.

A more hygienic approach than using a traditional hand towel. It can be used for personal or household needs. It is a compact pack which can easily be held in any storage spaces assuring better performance.

The product is easily disposed in bins, but if accidentally thrown individually in the toilet it will dissolve. A soft 100% biodegradable towel made with unique advanced technology that enables paper to dissolve harmlessly in water.

Sales manager Richard Neave states: "We are really proud of the collaborative relationship with our partners in wholesale and convenience as we continue to innovate and introduce new products. There is no doubt we are currently operating in very challenging times, therefore it is essential to recognise customer requirements.

"Nicky Defend marks more innovative growth within Sofidel, not only have we created a bespoke product but have also reacted promptly to current market requirements."

Nicky will continue to place its shoppers at the heart of the business- providing excellent quality, variety and new paper developments to enhance user experience..



### DISPOSABLE AND FLUSHABLE HAND TOWELS WITH ANTIBACTERIAL AVAILABLE FROM





**Innovative Paper Solutions** 



### UNILEVER

# LEADING EXPERT IN HAND HYGIENE

#### DETAILS

Unilever Unilever House, Springfield Dr, Leatherhead KT22 7GR www.unilever.co.uk 0800 010109

KEY CONTACTS Chris Barron, VP Beauty & Personal Care Unilever UK&I

KEY BRANDS Lifebuoy Lifebuoy, the world's number one hygiene soap brand<sup>1</sup>, currently rolling out on shelves across the UKI, is kickstarting an educational campaign to help maintain the good hand hygiene practices established during lockdown. Since its inception 130 years ago, Lifebuoy has been working hard to 'make handwashing commonplace', a philosophy that is now at the forefront of people's minds more than ever before.

Chris Barron, VP beauty & personal care Unilever UK&I says: "There has never been a more important time to educate people on the importance of good hand hygiene. We know it's not enough to just provide a trusted range of hand hygiene products. To achieve our goal and really make a difference, it is all about raising awareness and educating consumers on how to incorporate better hand hygiene habits into their everyday lives."

### **OUR MISSION**

To make this a reality, Lifebuoy will not only be relaunching its hand hygiene products, but also investing in a substantial £12m MMS campaign to help educate consumers on how they can make simple changes to their everyday hand hygiene routines. The overarching ATL campaign for example, will be tactically placed to



•• There has never been a more important time to educate people on the importance of good hand hvaiene ••

### SOURCE

1. Nielsen Unit Sales. Total Markets, Latest 12 months. To verify: lifebuoy.co.uk/worldsno-1-hygiene-soap-brand.html. remind consumers to wash their hands at high infection moments during their day – from catching buses to going to the supermarket – places where Lifebuoy is also looking to install sanitiser stations.

### **OUR ACTIVITY**

However, the campaign goes beyond this - hygiene kits filled with products and informative materials will be sent through the charity, In Kind Direct, to thousands of the most vulnerable households and schools, helping to make better hygiene habits part of everyday life.

Lifebuoy has also used expertise from running one of the world's largest handwashing behaviour change programmes worldwide and adapted a schools programme for the UKI to reach over a million children from September.

Barron continues: "We will be supporting more than 4,000 schools to help drive real change in the classroom. From learning materials and tools to help teach children about the importance of hand hygiene, through to fun and engaging games to show how easily germs can spread, teachers will have the resources they need to help encourage better hygiene habits in schools."

The Lifebuoy range suits every member of the family, with something for every occasion – including sought after on-the-go products, like Hand Sanitiser Gel, which is available in 250ml and 50ml. Other products with antibacterial properties will also launch later this year including - Hand Hygiene Wipes, Hand Sanitiser Spray, Liquid Handwash, Classic Red Bar Soap and Moisturising Hand Cream + Anti-bac.

The importance of hand hygiene is not going anywhere, anytime soon. Lifebuoy and its mission will remain the same – to keep good hand hygiene habits front of mind. The ATL campaign and educational programme aims to sustain this momentum. For more information visit www.lifebuoy.co.uk.



HAND

SANITISER

GEL

kills 99.9% of bacteria



# BISH-H BASH BASH BOSH 99.9% OF BACTERIA

- The World's no.1 hygiene soap brand is back in the UK!\*
- Supported by a huge £12 million MMS campaign
- Launching a mass scale programme to change handwashing habits including within schools with the aim of reaching >1m children this Autumn

### A MUST STOCK!

\* Nielsen Unit Sales. Total Markets, Latest 12 months. To verify: lifebuoy.co.uk/worlds-no-1-hygiene-soap-brand



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