

Pine O Clean Simply Innovation

Pine o Clean Simply MPC 500ml

PRODUCT: PINE O CLEEN SIMPLY TRIGGERS 500ML

- **Positioning:**
 - 100% Biodegradable Formula, 100% Plant Based Disinfection, 100% Recyclable Packaging
 - Eco-friendly proposition yet still delivers on key needs state of efficacy, with strong germ kill claims on pack.
 - New and improved packaging- key partnership with Red-cycle and APCO

RANGE & PRICING

- \$5.00 RRP
- 3 x variants: Grape Fruit, Apple & Meadow Flowers

INSTORE

- **POG** eye level placement in store
- **Drive penetration** through continued Hi/Lo HP promotional activations and off-location displays

 Create a
Cleaner World



Pine O Clean Simply Innovation

Pine o Clean Simply Wipes 90's

rb | Create a Cleaner World

PRODUCT: Pine O Clean Simply Wipes 90's

- **Positioning:**
 - 100% Biodegradable Wipes, 100% Plant Based Disinfection, 100% Recyclable Packaging
 - Bridged dichotomy between efficacy and eco- with superior germ kill and eco claims on pack.
 - Major focus on fragrance

RANGE & PRICING

- x3 Variants: Grapefruit, Apple & Meadow Flowers
- **RRP: \$10.00**

MEDIA

- **Media support:** \$1-2m ATL investment focusing on millennial appropriate channels: OLV, Facebook & Instagram

INSTORE

- **POG** eye level placement in store
- **Drive penetration** HP Hi/Lo promotional model, off-location support

