

WHAT IS PARTNERS FOR GROWTH?

Partners for Growth is independent and fair advice compiled for convenience retailers by Unilever's convenience category experts. It is based on the shopper research and convenience sales data that has helped Unilever build some of Britain's best known brands.

ARE YOU LOSING OUT?

Partners for Growth aims to benefit retailers, consumers and manufacturers by addressing the estimated £1.2 billion³ lost by the sector each year when shoppers cannot find what they want in-store.



WHERE TO FIND OUT MORE

To see what Partners for Growth can do for your business and find further advice, planograms and best seller lists for all the core convenience categories go to our website at the address below.



PARTNERS for GROWTH
Independent and fair advice for convenience retailers

Grow your Laundry sales by 10%

As one of the top distress purchases, most shoppers on average spend less than a minute in the laundry aisle, and many less than ten seconds¹. We recommend you use the steps below as a guide to help build sales in your store.

1
Separate types of washing detergents

To make it easier for shoppers to find what they are looking for, try to block products of a similar format together eg powders, tablets, conditioners.

2
Keep your shelves fully stocked

Research suggests that retailers could be losing £40m a year in laundry sales due to poor availability and out of stocks. While some shoppers may switch brands if they can't find what they're looking for, ultimately they will go elsewhere.

3
Encourage additional sales

Laundry shoppers most often are shopping for washing detergents. To prompt sales of fabric conditioners or 'ironing aid' products it is recommended that these are merchandised close to detergents.

4
Use clear signage to help shoppers

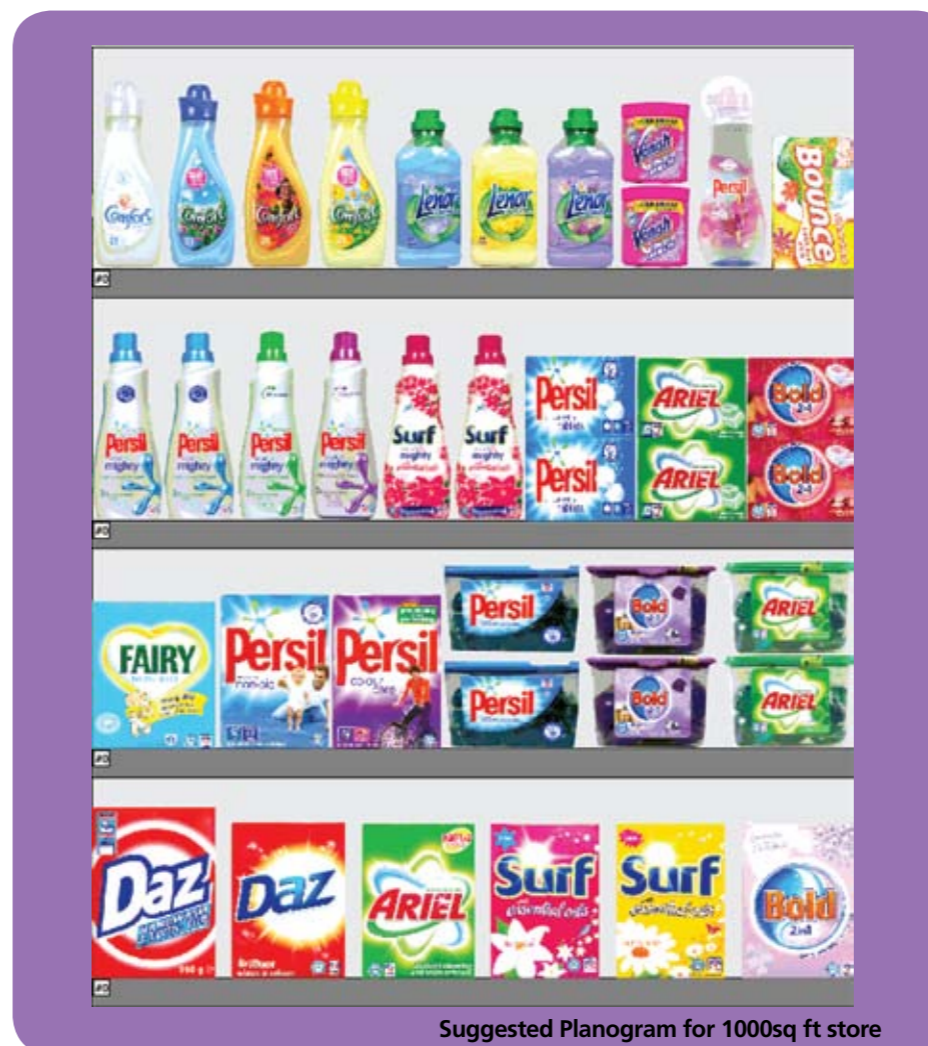
Customers don't want to spend more time than is necessary in the laundry aisle. So, use clear signs to help your shoppers find the items they want quickly and easily.

5
Stock small pack sizes

Bulky products are hard to carry home and as many c-stores attract older shoppers or those without cars, we recommend stocking small and medium pack sizes.

6
Stock the best selling lines

Use our best seller list opposite to check you offer a variety of sizes and formats to suit the needs of your shoppers.



Suggested Planogram for 1000sq ft store

✓ The top twenty biggest selling Laundry products ²			
1	Persil Reg Non-bio Liquid Dilute 1.5lt 20-30w	11	Ariel Reg. Bio Liq Capsule 0.45lt 10 Washes
2	Vanish Oxi Action Gen. Stain Remove Pwdr 0.5kg	12	Comfort Reg. Skin Liq Concentrated Pure 0.75lt
3	Daz Regular Bio Pwdr 0.78kg 10 Washes	13	Persil Reg. S & M Non-bio Liquid Concentrated 0.73lt 20 Washes
4	Fairy Reg. Non-bio Tablet 0.936kg 12 Washes	14	Bold Reg. 2 In 1 Liquid Dilute Camomile & Lavender 1.5lt 20-30w
5	Persil Reg. Non-bio Pwdr 0.95kg 10 Washes	15	Ariel Regular Bio Powder 0.95kg 10 Washes
6	Bold Reg. 2In1 Liq Dilute Crushed Silk & Jasmine 1.5lt 20-30w	16	Bold Regular 2 In 1 Powder Camomile & Lavender 0.95kg 10 Washes
7	Fairy Reg. Non-bio Liq Dilute 1.37lt 18 Washes	17	Persil Regular Bio Liquid Dilute 1.5lt 20-30w
8	Fairy Reg. Non-bio Powder 0.95kg 10 Washes	18	Ariel Regular Bio Tablet 0.984kg 12 Washes
9	Lenor Perfume Norm Liq Conc.Spring Awakening 0.75lt	19	Surf Regular Bio Powder Tropical 0.95kg 10 Washes
10	Surf Reg S & M Bio Liq Conc. Tropical 0.73lt 20 Washes	20	Persil Regular Non-bio Liquid Capsule 0.47lt 10 Washes

For planograms, best-sellers lists and the latest independent category advice

Click here!

partnersforgrowth.unilever.com



Mr. Wilks, Kirkburn Filling Station Kirkburn, East Yorkshire

THE RETAILER'S VIEW

"The Partners for Growth advice really helped us make best use of the limited space we have in store. We followed the laundry planogram with successful results. The new layout was more eye-catching and easier for our customers to find the products they wanted. More importantly stocking the top 20 best selling brands increased our laundry sales between 5 and 10%."

ACS ENDORSED

"In developing the Partners for Growth programme, Unilever has made a specific commitment to share their extensive knowledge and research of the convenience sector with convenience retailers. It is a great example of how retailers and manufacturers can work together to ensure retailers have the right range and availability to grow sales in their store."



James Lowman Chief Executive, ACS

Source: 1. Unilever Shopper Research conducted by ID magasin 2004
2. IRI Multi Grocer 52 W/E Sept 08 3. HIM 2008

