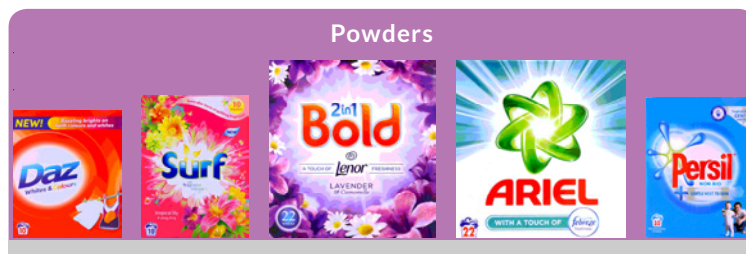




# Laundry: Four Shelf



## Planogram Product List

Position	Shelf 1	Segmentation
1	Retailer Choice Wash Treatment	Laundry Treatments
2	Vanish Pre-Wash Stain Remover 500ml	Laundry Treatments
3	Lenor Spring Awakening 22w	Fabric Conditioners
4-5	Comfort Blue Skies 21w	Fabric Conditioners
6-7	Comfort Pure 21w	Fabric Conditioners
8	Comfort Creations Honeysuckle & Sandalwood 33w	Fabric Conditioners
9	Comfort Creations Strawberry & Lily 33w	Fabric Conditioners
10	Comfort Intense Fuchsia Passion 38w	Fabric Conditioners
Shelf 2		
1	Daz Liquid Tablets 12w	Capsules
2	Bold Capsules 2in1 Lavender & Camomile 12w	Capsules
3	Surf 2in1 Caps Tropical Lily Ylang Ylang 20w	Capsules
4	Persil Non Bio Power Caps 19w	Capsules
5	Fairy Non Bio Washing Caps 19w	Capsules
Shelf 3		
1	Ariel Bio 3in1 Pods 19w	Capsules
2	Persil Bio Power Caps 19w	Capsules
3-4	Surf Tropical Lily & Ylang Ylang 25w	Liquids & Gels
5	Ariel Liquid Gel Bio 24w	Liquids & Gels
6	Persil Bio 25w	Liquids & Gels
7	Persil Non Bio 25w	Liquids & Gels
Shelf 4		
1	Daz 10w	Powders
2	Surf Tropical Lily & Ylang Ylang 10w	Powders
3	Bold 2in1 with a touch of Lenor Lavender & Camomile 22w	Powders
4	Ariel with a touch of Febreze 22w	Powders
5	Persil Non Bio 10w	Powders

All recommendations are for review by the retailer, who remains free to determine their own range and space arrangements at all times.

