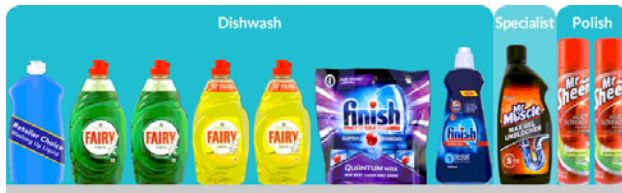




Household Cleaning: 5 Shelf



Planogram Product List

Position	Shelf 1 - Product	Segmentation
1	Retailer Choice Washing Up Liquid	Dishwash
2-3	Fairy Washing Up Liquid Original 433ml	Dishwash
4-5	Fairy Washing Up Liquid Lemon 433ml	Dishwash
6	Finish Machine Dishwash Tablets Quantum Original 18s	Dishwash
7	Finish Rinse Aid 400ml	Dishwash
8	Mr Muscle Specialist Kitchen & Bathroom Drain Gel 500ml	Specialist
9-10	Mr Sheen Polish 300ml	Polish

Position	Shelf 2 - Product	Segmentation
1	Retailer Multipurpose Spray	Multipurpose
2-3	Flash Multipurpose Spray with Bleach 500ml	Multipurpose
4-5	Dettol MP Spray Antibac Surface Cleanser Original 500ml	Multipurpose
6	Flash Multipurpose Wipes Wipe & Go Lemon 40s	Multipurpose
7	Dettol Multipurpose Wipes Original 36s	Multipurpose
8	Dettol Power & Fresh Multi Surface Wipes Lemon 80s	Multipurpose
9	Mr Muscle Window Spray 500ml	Specialist

Position	Shelf 3 - Product	Segmentation
1-2	Cif Multipurpose Cream Lemon 500ml	Multipurpose
3-4	Cif Kitchen Spray Power & Shine Orange & Tangerine Oil 700ml	Kitchen
5	Mr Muscle Kitchen Daily Degreaser Spray Lemon 500ml	Kitchen
6	Mr Muscle Specialist Oven & Hob Aerosol 300ml	Specialist
7	Dettol Specialist Spray Mould & Mildew 750ml	Specialist
8	Dettol Disinfectant Original 500ml	Specialist
9	Cif Floor Cleaner Ocean 1l	Specialist
10	Vanish Specialist Carpet Spray 500ml	Specialist

Position	Shelf 4 - Product	Segmentation
1	Retailer Choice Bathroom Cleaner Spray	Bathroom
2-3	Flash Bathroom Spray 500ml	Bathroom
4-5	Cif Bathroom Spray Power & Shine Stay Clean 700ml	Bathroom
6	Cillit Bang Power Cleaner Spray Original 750ml	Bathroom
7	Viakal Specialist Limescale Remover Spray Original 500ml	Specialist
8	Bloo Cistern Block Acticlean x2	Rim Block
9	Domestos Rim Block Power 5 Ocean x1	Rim Block
10	Domestos Rim Block Power 5 Lime x1	Rim Block

Position	Shelf 5 - Product	Segmentation
1-2	Retailer Choice Bleach	Bleach
3-5	Domestos Bleach Original 750ml	Bleach
6-7	Domestos Bleach Citrus Fresh 750ml	Bleach
8-9	Domestos Bleach Pink Power 750ml	Bleach
10	Toilet Duck Deep Action Gel Marine 750ml	Toilet
11	Harpic Toilet Cleaner 100% Limescale Remover Original 750ml	Toilet
12	Harpic Toilet Cleaner Power Plus Max Citrus Fresh 750ml	Toilet

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

