



Market

Domestos is the absolute leader on the Universal cleaner market in Croatia with its Thick Bleach range. Thanks to its high quality and unique proposition, Domestos is a very well known brand on the market. Despite the fact that the Household Cleaning market is very competitive and fragmented, it still has a growth trend. In the last two years, a large number of new brands have entered the market, and sub-segments have been further developed. The market is developing either more convenient applicators or more specialist cleaners developed specifically for certain types of cleaning jobs. In spite of trends, Domestos has managed to keep its Thick Bleach range and has come up with innovations relevant to consumer needs.

Achievements

Domestos constantly helps educate consumers about the importance of home hygiene. Today, Domestos has become an icon and an expert in home hygiene, and considers this as an asset for further developments.

History

In 1787, the French chemist Berthollet discovered Sodium hypochlorite in Javel, the outskirts of Paris, the active ingredient in Domestos Thick Bleach products. Its ability to effectively whiten textiles was quickly discovered and put to commercial use with great success. By the end of the nineteenth century, after Louis Pasteur had discovered Sodium hypochlorite potent effectiveness against disease-causing bacteria, it became widely used as a disinfectant. Since then numerous studies have confirmed its high level of effectiveness in killing germs. It is widely recognised as having an unsurpassed disinfection spectrum, meaning that it can destroy the agents of disease such as bacteria, viruses, moulds and spores.

Domestos Thick Bleach is a cleaning product based on Sodium hypochlorite, the same chemical that makes drinking water safe and swimming pools clean enough

to swim in. Available in 35 countries worldwide, from the Netherlands to India and Croatia, Domestos has a very long history. Originating from William A. Handley's Newcastle workshop in 1929, Domestos bleach was first sold across North East England in stoneware jars which were refilled by door to door salesman on bicycles. Consequently, Domestos rightly became the most well-known expert on cleanliness and hygiene. Its history, at the same time, faced continuous renewals. Decades of experience and innovative Domestos developments brought greater effectiveness and ease of use to consumers, making cleaning easier in everyday housework.

Domestos was introduced to the Croatian market in 1995. Today, with its Thick Bleach range, Domestos is the number one selling universal cleaning product in Croatia.

Product

Domestos has offered family protection for nearly 100 years, establishing itself as the expert in home hygiene. Starting as a liquid bleach, the brand now offers a variety of products with Thick Bleach at its core and

gives advice on establishing a home hygiene regime. Domestos Thick Bleach is „mega brand” within the universal household cleaners. Its main benefits are versatility and hygiene. There are many reasons why Domestos Thick Bleach has become the number one on the Croatian market of universal household cleaners:



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keeping the bathroom, kitchen, utility rooms, drains and the area around trashcans clean demands special care because these surfaces are susceptible to germs due to warmth and moisture. All of these high-risk surfaces, as well as the entire house and its surroundings, can be kept hygienically clean and safe for families by using Domestos.

With everyday help from Domestos, you can simply and effectively preserve the hygiene of your entire home, since Domestos cleans and disinfects at the same time, dissolves dirt and kills all kinds of micro-organisms, leaving the surfaces hygienically clean.

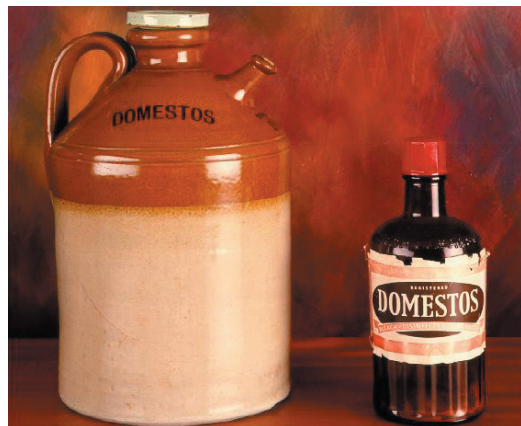
There are many antibacterial cleaners on the market, but not all evenly effective. Most of the cleaning products with antibacterial effect destroy only bacteria, leaving viruses, fungi, maggots and other dangerous micro-organisms to multiply.

Unlike all other antibacterial cleaning products, Domestos is the only one that kills all known kinds of micro-organisms. That is why it can be claimed that surfaces cleaned with Domestos are really disinfected, hygienically clean and safe for your family's stay, since only Domestos ensures complete hygiene of your home.

Why is it so effective? Active substance of Domestos is Sodium hypochlorite, boosting many important characteristics:

- destroys all known kinds of germs at very low concentrations, much lower than any alternative ingredient, and destroys them quickly, with no possibility of resistance developing
- dissolves dirt and thus even more effectively fights micro-organisms
- is very effective for bleaching and stain removal
- destroys smells and micro-organisms that cause them

Sodium hypochlorite is a simple chemical compound. It is a molecule of salt onto which an atom of oxygen is linked. The raw material that is used to produce Sodium hypochlorite is regular salt. After



use, Sodium hypochlorite quickly separates into salt and oxygen.

Active ingredients used in Domestos are not harmful to the environment and are quickly dissolved through biological process.

Domestos Thick Bleach can be used for cleaning different household surfaces: toilet bowls, bathrooms, tiles and plastic surfaces. The sheer power of Domestos Thick Bleach gives you the confidence you need, eradicating all known germs. With Domestos you can be absolutely certain that the job is done.

In 2002, Domestos launched hygienic wipes which were a great success on the Croatian market because of their convenience and simple use. Domestos hygienic wipes for everyday cleaning of different surfaces in the household are impregnated with non bleach liquid, but nevertheless clean and kill bacteria. They help in keeping hygienic cleanliness of homes because they reduce the spreading of harmful bacteria from one surface to another.

Domestos Laundry Bleach is present in two variants, Original and with the scent of Green Plants. Its thick formula whitens and disinfects white clothes perfectly and is perfectly safe to use in the washing machine.

Domestos spray portfolio consists of Domestos Bleach Cleaning Spray and Domestos Hygienic Spray Cleaner. Thanks to their format, they are very convenient to use as they reach all surfaces. Domestos Bleach Spray is uniquely formulated for fantastic bleach cleaning and germ kill. Domestos Hygienic spray cleaner is suitable for maintaining everyday home hygiene. It cleans thoroughly and kills bacteria leaving a fresh smell of cleanliness and hygiene. Both Domestos sprays are suitable for use in kitchens and bathrooms.

Domestos entered the drain cleaners segment in 2005 with 15 minutes Sink & Pipe Unblocker which eliminates bathroom and kitchen blockages in only 15 minutes, kills germs breeding in the blockage and gets rid of nasty smells they cause. The launch of Domestos 5X, a revolutionary toilet cleaner, took place in 2006.

Recent Developments

Domestos constantly invests in research and development to ensure that consumers are being offered the best possible products to protect them from germs in their homes. The most recent addition to the portfolio is Domestos 5X which has been specifically designed to fight toilet bowl and rim germs. Made by using a revolutionary formulation C-TAC, it kills germs and lasts flush after flush, five times longer than ever before.

Promotion

Domestos has been quick to respond to the changing communication needs of a more discerning and sophisticated consumer audience. Domestos promotions were focused on TV, radio and print to communicate its versatility and effectiveness all around the home.

Domestos "Millions of germs will die" campaign was launched at the beginning of 2005, with the aim of communicating the indomitable strength and power of Domestos in a way that created a functional and emotional point of difference. TV ads used animations of walking, talking and slightly scary germs to convey the germ killing power of Domestos bleach and the importance of practising good hygiene all around our homes.

Brand Values

Over the years, the Domestos range has expanded from its first product, the „Original“ blue variant to a comprehensive portfolio of bleach-based products, offering consumers the most appropriate product for different cleaning jobs in the home. Domestos has always been within the family and home, giving protection and care through cleanliness and hygiene. With Domestos, no half measures are taken or accepted and consumers can absolutely be sure that the job is done.

In addition, Domestos produced a wide range of literature to help consumers understand the importance of home hygiene and provide advice on situations where people need to take extra care in cleaning. It helps consumers „Live free from Health problems“. As a result, the brand has earned consumers' trust, many of them have been loyal to the brand for years and believe in its promise to kill all known germs and keep their home clean and safe.

www.domestos.com.hr

THINGS YOU DIDN'T KNOW ABOUT...

Domestos

- The name Domestos is derived from the Latin "Domus" meaning "house & home" and the Greek "Osteon" meaning "bone" which literally means "backbone of the home".
- Domestos can remove tea stains from china but, of course, needs to be thoroughly rinsed afterwards.
- A tiny drop of Domestos in a vase will help keep flowers fresher for longer.
- Domestos Thick Bleach is the number 1 cleaning product in Croatia.