

SELLING ACTIVE HAIR BODY HANDS® “HBH”

WHERE TO SELL THIS PRODUCT?

Any office or light industrial application where only light dirt is present. Excellent for high usage installations such as arenas and locker rooms. Also for use in showers for skin and hair.

WHO USES THIS PRODUCT?

All workers with slightly dirty hands, and all workers in shower applications. Ideal for public areas where high usage requires a larger dispenser.

HOW DOES IT WORK?

HBH contains only the highest quality ingredients, designed in combination to deliver a pleasant washing experience.

It is a combination of detergent blend and conditioners that provide gentle and effective everyday cleansing. Carefully formulated with re-moisturizing agents to sooth the skin and hair without causing dryness.

PH balanced to compliment the skin and hair.

CAN IT REPLACE COMPETITIVE PRODUCTS?

It is unique in that it can reduce SKU's by replacing multiple competitive products.

Deb/Stoko®: Replaces Estesol®, Estesol® Hair and Body, Estesol® Select, Refresh® Moisturizing Foam Soap.

GOJO®: Replaces Lotion Hand Cleaner, Luxury Foam Hand Soap, Shower Up® Soap and Shampoo, Foam Hands Hair and Body Wash.

Deb®: Replaces Gentle Wash, Hypro® Pink, SBS® 61, 71, LHS, Natural, Pink Splash!(r), Aquaress® Blue Hand & Body Shampoo, Hypor® Blue Hand & Body Shampoo.

Kimberly Clark®: Replaces Kimcare® Luxury Foam Skin Cleanser, Pink Lotion Soap, Pearlized Lotion Soap, White Satin Lotion Soap, Triangle® Lotion Soap, Gentle Lotion Cleanser, Golden Lotion Soap, Ultra Kind® Clean Gentle Hand Wash, Kimcare® Hand & Body Wash, Eurobath® Hair and Body Shampoo,

Zep®: Replaces Cherry Crème, Foaming Lemongrass® Hand Soap, Aspen® Foam Hand Soap, Garden Walk® Hand Soap, Sunburst®, Acclaim®, Morning Snow®, Velvet® Lotion Soap, Tranquil Meadows®, Applaud®, Delight®, Handstand® Lotion Soap, Lemongrass® Hand Soap, Soapy Sudz®, Pear Liquid Hand Soap, Melon Scent Body Shampoo, Head to Toe® Body Wash, Body SPA®.

Is It Economical?

Active HBH™ is up to 18% lower in cost than the leading competitor's products, and can save as much as 30% vs: the other competitors. Peter Greven® is the low cost producer of high quality products, plus we offer very effective dispensing systems. HBH IS THE ONLY LIQUID SOAP THAT IS MORE ECONOMICAL THAN MOST FOAM SOAPS.

The combination of low price and dispenser efficiency results in savings of 30% and more. For example, our 2,000ml bottle gives 2,000 hand washings. Some of the leading competitors only give 666 hand washings. This factor alone brings substantial savings. This product is even more economical than most foam soaps.

IS IT HIGH QUALITY?

This product is our highest quality hand cleaner and outperforms competitive products in every case. Active HBH is unsurpassed in quality and performance!

IS IT "GREEN"?

HBH is 100% biodegradable.

WHAT IS THE BEST WAY TO PRESENT IT?

Use the Peter Greven "**5 Steps to Success**" selling method.

Presentation

- Show the product and literature
- Explain the Key Points of Difference

Demonstration

- Wash some hands!

Installation

- Hang a "Trial Installation Demo"
- Put up a dispenser

Confirmation

- Use the "Trial Survey" to track acceptance

Close The Sale!