

# Clean Ones In The News

## Grocery Headquarters – April 2009 A New look from Clean Ones

Clean Ones has released a new package redesign for its household glove line. The new design utilizes updated images and fresh graphics to display each glove in use. Many traits of the packaging remain the same with prominent product descriptions, differentiating colors, easy-to-read features and benefits emphasizing consistency across the line. The new look fits with household cleaning sets and can also be cross-merchandised in additional categories.



Along with the new look, Clean Ones reevaluated the size of its packaging. A balance between displaying the product to optimize sales and reducing the package size was achieved. Still made of recyclable materials, Clean Ones polypropylene packages are now made with 15% less material. IN addition, the new bag dimensions have changed to a constant size when merchandised with the Premium Household Glove box package within the product line. Increasing the product line consistency and overall appearance on the shelf, this is a welcomed change by retailers and is not seen across any other household glove line, according to company officials. For more information, visit [www.cleanones.com](http://www.cleanones.com).

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