

Clean Ones In The News

Progressive Grocer – October 2009 Editors' Picks 2009 Winning Picks

Long considered “the lifeblood of grocery retailing”, new products are indispensable means of attracting buyers’ attention behind the scenes and generating excitement among consumers in the aisles. Yet with each passing year, the process of sifting through the countless stream of new products vying for valuable shelf space seems to get more complicated for category buyers, who, more times than not, rely most heavily on their seasoned instincts to decide what consumers will consider to be the next, best mousetrap.

But as we’ve done since 2003, *Progressive Grocer’s* editors have once again set out to potentially make that job somewhat easier by asking manufacturers to send us what they considered to be their best new products unveiled in the past 12 months. And once again, we were thrilled with the response we received, which generated a medley of some great new products in dozens of categories across the breadth of the store. Our roughly 80 winning entries this year were chosen from a field of over 300 qualified entries, which, of course, represent a relatively small universe. As such, our selections should not be seen as a comprehensive accounting of all noteworthy new products on the market. Nevertheless, this year’s slate of Editors’ Picks depicts an equitable representation of key product trends that are commanding the most attention in the marketplace today.

We obviously looked for factors that would likely lead to success in the marketplace, but in all cases, the bottom line delineator guiding our decisions boiled down to one basic question: Would we buy the product for ourselves or our families?

Standouts, worthy of a closer look...

Clean Ones’ Long Household Gloves feature the company’s proprietary Cross Wave™ design, which, in addition to giving them a distinctive look, imparts superior gripping power and surface coverage. What’s more, the handy 13-inch gloves feature a wide “drip-catching” cuff that makes them easy to put on and take off, plus offer antimicrobial protection.



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