

# Clean Ones In The News

## Private Label Buyer – March 2009 Supplier Brings Big Value

In retail we often think of product first when we hear value. There's no doubt product value is important; however, there are several ways for retailers to gain value not only with the products they choose, but their suppliers as well. Consumers only see the product, but it is the supplier who ultimately drives the values for the retailer.

Clean Ones Corporation has proven to be a supplier who continues to provide retailers with added value. They have specialized in gloves for nearly 25 years. Through their experience and knowledge in the category, they have become the leader in household gloves.



As category managers juggle the responsibilities of several categories, Clean Ones works with their retail partners to manage. This includes working together to create promotional plans and accurate forecasts for inventory management. They invest in market data, which is then sorted and analyzed to be specific and relevant to each category manager. Retailer POS and information systems are thoroughly monitored to gain information to aid in managing the business.

“Working closely with our retail partners in all areas optimizes efficiencies to keep costs down, in turn keeping product costs down,” notes Jennifer Fritz, director of marketing.

Clean Ones' high-value product has been based on national-brand-equivalent quality and features, even surpassing the national brand in some areas, bring even greater value to retailers. Last year Clean Ones once again led the category by introducing the new Cross Wave™ gloves. They were able to take their expertise in the industry and long-lasting relationships with manufacturers to develop this exclusive new product.

Still a category-driven traditional household glove, the Cross Wave has a palm pattern design that brings a distinctive look. This visually sets this glove apart from many alternative products on the market that look confusingly similar, but lack quality, features and consistency. Since this product is exclusive to Clean Ones, it won't inherit the bad reputation of poor quality that other gloves have earned by not meeting consumers' expectations.

Meeting consumers' expectations is a repeated undertone behind Clean Ones' success.

“We believe in delivering a consistent product that consumers can count on; that's what earns repeat purchases and increases sales,” comments Fritz.

To ensure consistent product, Clean Ones sources their products from single manufacturers and hold detailed specifications for each.

To ensure products are produced to physical and performance specifications, Clean Ones has developed a comprehensive quality control program, which includes extensive third-party testing, systematic internal product reviews and third-party factory audits.

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