

# GLAD®

## THE MARKET

In 1966 the GLAD brand was born in Australia with the launch of 'the amazing new plastic GLAD Wrap', a totally new concept for storing food. The plastic wrap market in this country is now valued at \$44 million with 93% of Australian households purchasing some kind of plastic wrap. The GLAD brand is clear market leader with 50% value share.

During the 1970s and 1980s the GLAD brand created more product categories designed to make life easier around the home and to save time, particularly in the kitchen. These included products such as GLAD Snaplock Bags, non-stick GLAD Bake Paper, GLAD Tuff Stuff Drawstring Bags, GLAD WaveTop Tie Kitchen Tidy Bags, GLAD Ice Cube Bags and so on.

In 1997, the segments in which the GLAD brand operates account for \$172 million retail per annum with four key categories accounting for over 80% of this market - plastic wrap; aluminium foil; garbage bags and kitchen tidy bags.

Surveys conducted by Roy Morgan Research Centre have found that on average each Australian



household purchases six products from this total market range of wraps and bag products, and this number is increasing as the time saving and convenience benefits become more widely appreciated by people living the busy lifestyle of the 1990s. The strength of the GLAD brand in the category is clear, with seven out of ten Australian households

having one or more GLAD Products in their kitchens or pantry.

## ACHIEVEMENTS

Since plastic cling wrap replaced greaseproof and waxed paper for wrapping sandwiches in the 1960s, GLAD has created and driven the Australian market for household wraps and bags.

The launch of GLAD Wrap in Australia was highly successful and was awarded the Hoover Award for Marketing in 1967. GLAD has enjoyed its position as the leading Plastic Wrap brand for over 31 years and the brand has subsequently been successfully extended into 'non-plastic' products such as non-stick GLAD Bake Paper, GLAD TuckAway aluminium foil containers and barbecue trays.

GLAD is well known for innovation. In 1993 GLAD launched WaveTop Tie Bags, a patented product design which provides the consumer with two ties to secure the bag and two ties to carry it. The launch of this product doubled GLAD's brand share in the kitchen tidy bag market in under twelve months.

Consumers now recognise GLAD as synonymous with high quality products which help them save time around the home. It's no wonder that when consumers write to the company they often use the

phrase "Whatever did we do before GLAD?"

## HISTORY

The GLAD brand originated in the USA when Union Carbide Corporation launched GLAD Wrap in 1963. After extensive market research, both GLAD Wrap and GLAD Bags were launched in Australia by Union Carbide in September 1966.

Market research into the lunch wrap market in Australia showed that 60% of consumers used greaseproof paper and 40% used waxed paper for lunch wraps. In addition, 65% of wrapped lunches were then wrapped again in paper bags and 20% in plastic bags. The concept of a 'see-through' wrap which would cling to itself was well received by Australian women and the

decision was made to build a manufacturing plant at Rhodes in Sydney. The plant would make extruded polyethylene cling film then roll and pack it into boxes.

In order to generate publicity for the launch two functions were planned in Sydney and Melbourne to which local columnists, women's magazine editors, retail trade leaders and social identities were invited. The host of these functions was Graham Kerr, the country's top food expert at the time.

Guests were to take part in a demonstration by trying to differentiate between food prepared and wrapped in GLAD Wrap three days before and food



prepared that day. To keep the test honest, the wrapped food was kept under armed guard for the three days. For a little extra pizzazz, it was stored in glass door refrigerators in the main windows of Woolworths' George and Pitt Street stores in Sydney and in the main window of G J Coles Bourke Street store in Melbourne. When the food was unwrapped, the guests were amazed to find that this new plastic wrapping actually kept food as fresh as it had been before it was wrapped.

This successful launch of GLAD Wrap and GLAD Food Bags was followed by the introduction of Garbage and Kitchen Tidy Bags in the early 1970s and GLAD Aluminium Foil and GLAD Bake Paper products in the early 1980s. In 1997, the GLAD product range totals more than 60 individual pack sizes.







Following the Bhopal gas disaster in India in the mid 1980s, Union Carbide Corporation was forced to sell the GLAD brand worldwide, along with the Eveready Battery brand. In the USA, a management buyout group called First Brands Corporation bought the GLAD brand. In Australia it was first bought by Ron Brierley's Industrial Equity Limited, and then became part of National Foods in 1991.

After almost 30 years manufacturing GLAD products at Rhodes, Sydney, production was moved in 1993 to a new site in Padstow, Sydney.

In March 1997, GLAD went back to its 'original' owner when First Brands Corporation in the USA bought the GLAD brand in Australia and New Zealand to complete ownership of the GLAD brand worldwide.

### THE PRODUCT

GLAD offers a full range of household wraps and bag products designed to save time in and around the home. In the food wrapping area, consumers can choose from GLAD Wrap or GLAD Foil. Non stick GLAD Bake Paper has revolutionised the art of baking by eliminating the need to grease the paper with oil or margarine so that the cake turns out perfectly. People on low fat diets have also discovered the wonders of GLAD Bake: it allows them to do without oil when cooking roast vegetables or baking a fillet of fish. The food does not stick to the paper and simply slides off when cooked.

In food bags, the GLAD SnapLock range now offers convenient, resealable storage bags in four sizes. The strength and quality of GLAD Tuff Stuff Garbage Bags and GLAD WaveTop Tie Kitchen Tidy Bags give customers the confidence and reliability they need when disposing of rubbish. One of GLAD's key brand values is quality. In line with that, the GLAD product range is continually being improved and continues to justify its premium price point.

### RECENT DEVELOPMENTS

With the commissioning of a new manufacturing plant in Sydney in 1993, new equipment to produce GLAD Wrap came on stream. The new GLAD Wrap is clearer and of even more consistent quality which

gives it still more of an edge over competitive brands. The new equipment also made it possible to place a starter tab on the plastic roll, so that it is easier to find the edge at the beginning of the roll. A sticker has also been added two metres from the end of the roll to warn users that the roll is about to run out. A 'stick'n'stay' spot on the outside of the box helps the user to find the edge of the wrap. All these product improvements have made GLAD Wrap the most user-friendly wrap on the market, and place it a long way ahead of the cheaper generic brands.

GLAD Ice Cube Bags is a patented product developed in Denmark which was added to the GLAD range in 1993. It allows consumers to make extra ice cubes for parties, in bags with sealed compartments for each cube. GLAD Ice Cube Bags can also be used for storing lemon juice (handy when the lemon tree is laden with more lemons than anyone can use).

Bags which stand up by themselves, so that the user has both hands free to fill them, are the latest addition to the GLAD range. There is a large blue stand-up bag ideal for use in the garden, and a smaller orange one for use indoor or outdoor. Both have a square base and are made from thick rigid plastic.

### PROMOTION

The role of advertising for GLAD in the 1960s and early 1970s was to create awareness of new products which would change the way in which Australian households stored food and disposed of household waste.

During the 1980s, with the advent of generic 'copy cat' products, GLAD advertising concentrated on demonstrating the superiority and quality of the GLAD brand. The catch phrase "you can always depend on GLAD" was developed to emphasise the reliability of all the products - including bags with handles to make them easier to carry and bags with super-stretching ability to prevent them from splitting.

During the 1990s, with many of the GLAD products in the mature stage of their lifecycle, a significant portion of the advertising budget has been devoted each year to educating consumers about different ways of using the GLAD products they already have in their cupboard. For instance, GLAD Oven Bags can be used in the making of Christmas puddings - the oven bag material is much easier to use than old fashioned calico cloths. Calico, after all, needs to be washed thoroughly before it is used to wrap the pudding mixture. GLAD Bake is not only ideal for lining cake tins, but it can also be used to line electric jaffle makers for non-stick toasted sandwiches and to line the bottom of the pan when



roasting vegetables. These extended uses for the products are communicated to consumers via 'advertorials' in women's magazines and via a number of Handy Hints booklets which are available under free write-in offers.

GLAD has also conducted some entertaining and lighthearted promotions over the years by encouraging consumers to make fashion clothing from GLAD products. In the early 1980s, the personality Jeanne Little appeared on the Mike Walsh Show wearing her original creations to host the GLAD Bag Fashion Awards. In the lead up to the 1994 Commonwealth Games, Jeanne Little again used her artistic inspiration to design an outfit to wear to the opening ceremony of the Games in Victoria, Canada. She also created a dress made from GLAD WaveTop Tie Bags to wear in her cabaret show 'Hello Dahling'.

### BRAND VALUES

GLAD is a brand consumers know they can trust. This is why GLAD has been able to prosper from its positioning as a premium quality product, even though it is usually priced two or three times higher than generic products. Advertising has consistently reinforced both the quality, reliability and innovative nature of GLAD products, and the latest slogan: 'You can always count on GLAD' once again stresses this message.

### Things you didn't know about GLAD

- GLAD wanted to help young Australian athletes at the Centennial Olympic Games in Atlanta in 1996 in a very positive way, so it sent the parents of the youngest competitor in each of the 27 Olympic sports to Atlanta to be with their son or daughter. Five of these young athletes won medals and their parents were able to be there to share in their achievements.
- Each year enough GLAD Wrap is sold through Australian supermarkets to wrap over 1200 million sandwiches.
- GLAD Snaplock Bags were donated to World Vision for their volunteers use to collect donations in their 1996 40 Hour Famine appeal.
- Large GLAD Snap Lock Bags can be used as mini greenhouses. Simply slip the pot plant into the bag and seal the bag. When you need to water or tend the plant, it's easy to re-open the snap lock seal.
- Photographs and old documents are best stored in GLAD Oven Bags which protect them from moisture, dust and mildew. Expel as much air as possible and seal with tape.

