



**THE MARKET**

As a household essential, cleaning products are one of the East Africa region's fastest growing product categories in terms of both competition and diversity. Supa Brite is among brands that are highly rated in the region. It is also one of the oldest brands, with products that include scouring pads, foam scourers, scrubbers, floor maintenance pads and dish washing liquid.

The brand targets households, restaurants, factories, offices - in short, consumers that require cleaning products. Supa Brite has been a leader in its market segment for over 15 years, growing by more than 70 percent in shelf value share. The sales have mostly been driven by high quality - and trusted - products, service, advertising and promotions.

Before Supa Brite was launched on the East African market, many consumers used harsh and unsophisticated cleaning products like pieces of cloth, towels and rags. The term "scouring pad", coined by American advertisers, is used to describe the Supa Brite cleaning pad. The brand was formerly

known as "Scotch Brite" when it first debuted in the East African market way back in 1971, but was changed to the user-friendly and more descriptive "Supa Brite".

Changing consumer trends have seen greater demand for high quality products across all cleaning arenas. For Supa Brite, customer-focused product development is a constant focal point. As a leader in the cleaning products segment, the brand listens to consumer requirements and updates the product and packaging accordingly. Because of the brand's sensitivity to dynamic trends and growing demand in the region due to a growing population, Supa Brite expects growth in market share in the next few years.

**ACHIEVEMENTS**

Supa Brite is proud to be one of the oldest and most consistent cleaning product brands in East Africa. The Supa Brite logo - known and trusted for over 15 years - symbolises quality, strength and service. Over the years, the brand has been recognised as a

leader in cleaning products across the board, as evidenced by growing sales figures.

**HISTORY**

When the Supa Brite manufacturing company started business, it was called Telec Limited. In 1998 it changed its name to Supa Brite Ltd.

Scouring pads were first developed in the USA in around 1962, with the product only being introduced to East Africa in 1971. The Supa Brite brand originated in 1979 in answer to a market need for a reliable, high-quality cleaning product. The objectives of the brand have been met and surpassed - Supa Brite has now become a leading cleaning product brand in the region.

**THE PRODUCT**

Supa Brite is specifically designed to achieve one thing: sparkling clean effect. Most consumers buy the brand expecting perfect results - and the product doesn't disappoint. In 2007 Supa Brite introduced a dish washing liquid, thereby establishing an

7 Star Shine...7 Star Quality! That's Supa Brite. A wide range of Sufuria scrubbers, scouring pads, steelwool and sponge cloths to give your home and kitchen a *super 7 star shine!*

**Supa Brite**  
...Simply cleans sparkling clean!

Supa Brite Ltd. P. O. Box 60793 - 00200 Nairobi, Kenya. Tel: 532222-6, Fax: 555379, 534444, Email: info@supabrite.com

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# Fruity Fresh

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something new which creates great awareness to consumers.

## BRAND VALUES

The brand is known as user friendly for all cleaning purposes in homes, industries, hotels - anywhere that cleanliness is required.

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entirely new segment under its banner. The product was designed to appeal to consumers seeking the quality in a dish washing product that they have come to expect from the brand.

In the same year, the brand brought another variant to the market in the form of Supa Brite Flexi Plus. This is the first ever sponge cloth combined with a scouring pad to be introduced in the East African market. The product was initiated through consumer feedback and rigorous market research was undertaken by the company.

## RECENT DEVELOPMENTS

In July 2007, Supa Brite launched its new upgraded packaging and introduced a new brand logo: "7 Star Shine - Supa Brite". The new logo was introduced after intensive market research

and feedback from various age, sex and financial categories. The company constantly conducts market research in order to continuously introduce products that appeal to consumers in the region.

## PROMOTION

The brand is promoted in various media to ensure that it remains top-of-mind with consumers. The media engaged includes newspapers, magazines, radio and television. Supa Brite is advertised in *Standard*, *Nation* and *Nairobi Star* newspapers, as well as women's magazines *True Love*, *Eve*, and *Kenyan Kitchen Magazine*.

Radio commercials are aired on *Capital FM 98.4*, *Classic 105 FM*, *East FM 106.3* and *Sound Asia 88.0 FM*, while television stations include the Kenya Broadcasting Corporation (KBC), Kenya Television Network (KTN) and Nation Television (NTV). This media mix allows Supa Brite to target the widest possible audience.

The brand is also marketed in retail Supermarket outlets with rewards for consumers who buy Supa Brite products. For instance, for every four pack scouring pad, a buyer gets one mini scrubber free; for every four pack kitchen cleaner purchased, they get a single two-piece scouring pad pack free. There are also other promotional gifts like T-shirts and umbrellas that capture consumers' attention.

The Supa Brite brand logo has been used for over 15 years, making it easily recognisable by consumers. The logo has become the embodiment of quality, strength and service. The "7 Star Shine - Supa Brite" slogan is used in commercials and various other marketing and promotional campaigns.

The brand's promotions keep pace with the changing needs of customers. Consumer insight, creativity and innovation are crucial for the brand to ensure that it is always ahead of the pack. Supa Brite's promotional posters and banners have proved very successful - the brand has always done

It promises to keep its consumers satisfied - and sparkling - with a variety of products. In terms of quality and price, the promise comes in the form of consistency, grade and size - giving consumers a guarantee of satisfaction.

Supa Brite is proud of its achievements to date and promises to continue giving consumers exceptionally high quality cleaning products. The company plans to grow its product offering in line with its growing reputation, familiarity and satisfaction its consumers expect from their favourite brand name. The eye-catching logo has a unique name and promises Supa performance - the company's consumer vision.

In the area of quality assurance, all raw materials for Supa Brite products are monitored and verified by Intertek and the Kenya Bureau of Standards. The company's thorough quality control processes give its products a solid platform and an extra edge against competitors.

Supa Brite views the future with great confidence in its products, and is proud of its achievements in gaining consumer confidence. Pride shown by the Supa Brite workforce is apparent to the customer, who has come to trust the quality and consistency of the product line.

## THINGS YOU DIDN'T KNOW ABOUT SUPA BRITE

- One in every two homes in East Africa uses Supa Brite
- The Supa Brite brand is one of the oldest brands in the region
- Supa Brite Gentle Scourer is used for cleaning sensitive non-stick utensils
- Supa Brite flexi plus is the first ever product of its type in Africa which has a scouring pad bonded with spontex

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