



THE MARKET

Whitedent is a leading oral care brand in East Africa. The key challenge in Africa is delivering a quality product to the consumer at an affordable price.

The per-capita consumption of toothpaste in the region and the product usage/penetration is low. The main hurdles to this are availability and affordability. Poor infrastructure and high distribution costs make products expensive for most people in the region. The company's objective is to proactively increase the consumption and penetration levels, which will ultimately benefit the brand.

In today's marketing environment, consumers have access to international products and brands, albeit at a high price. The presence of these products increases consumer expectations and perceptions of quality. No product can afford to compromise on quality, however affordable.

It becomes imperative to manufacture a high quality product economically, even in an environment where manufacturing costs are high; distribute the product efficiently though distribution costs are also high; and build brand

values to sustain leadership in the long-run.

This may not be competition in the conventional sense, but it is arguably the highest form of competition in terms of challenges. It is within this context that Whitedent has emerged as the market leader in Tanzania.

Toothbrushes are an extension of toothpaste usage - a market dominated by cheap imported products. In its stated objective of improving oral hygiene, Chemi and Cotex Industries manufactures and markets toothbrushes under the Whitedent brand name. Few toothpaste manufacturers have toothbrush manufacturing facilities.

Given the low level of toothpaste usage, the market for

high-end products like mouthwashes, therapeutic (sensitive) toothpastes, and whiteners is low and their demand is met by imported brands. These products will also be made available under the Whitedent brand name as and when appropriate. The brand's goal is to be fully represented in all sectors of the oral care market.

ACHIEVEMENTS

- The Company has established an extensive distribution network throughout Tanzania. Products are directly distributed to outlets by Company vehicles, reducing the cost of distribution substantially by eliminating several tiers in the supply chain. This has translated to affordable pricing to the consumer. By direct distribution, the factory-to-home cycle has been reduced, ensuring a fresher product on the shelves. This also enables quicker response time to changes in consumer trends.
- The Company has a modern, state-of-the-art manufacturing facility. Additional investments are regularly made to increase capacity and capability to meet increasing demand efficiently.

- Quality assurance is achieved through a rigorous routine of checks of raw materials, processing and post manufacturing stages, and maintenance of control samples. The facility is regularly inspected and certified by the Food and Drug Authority. Products have been approved by the Tanzanian Bureau of Standards and the Tanzanian Dental Association.

- East African countries, which share a similar cultural and economic platform, are considered the 'home' market for Whitedent. Whitedent is available in several other African countries as well.

HISTORY

The history of the Whitedent brand dates back to 1989 when Chemipack Industries took over a Finnish company supplying dental products to Russia. When the Finnish company was put up for sale, Chemipack Industries

bought it - together with the Whitedent brand name, processing equipment, and some packaging material.

Whitedent was introduced in the Tanzanian market, and redesigned to suit market needs.

Packaging - originally in Russian - was changed. Sales volume has continued to grow steadily and the company's current monthly volume exceeds to the annual sales volume in 1997.

Sales picked up in 2000 when Cotex Industries merged with Chemipack and the new Chemi and Cotex Industries moved to its current premises. The company invested in automatic filling lines, packing equipment and testing facilities.

By 2003, Whitedent was sold all over Tanzania through a handful of distributors and agents. The mode of distribution however, was

How do I prevent teeth cavities in my children?

To help your children protect their teeth and gums and greatly reduce their risk of getting cavities, teach them the following simple steps:

- 1) Brush twice daily with an accepted fluoride toothpaste like Whitedent and a good Toothbrush like Whitedent Toothbrushes.
- 2) Floss daily to remove plaque from between your teeth, before it can harden into tartar.
- 3) Eat a well balanced diet which limits sugary foods, which releases tooth decaying acids. Try to eat sugary foods with your meal, as extra saliva produced during a meal helps rinse food from the mouth.
- 4) Take your child to a dentist for regular check ups.

Whitedent⁺ Answers

Are your teeth Whitedent-strong?

Eat fresh, breathe fresh!

Oranges

An orange tastes good, and is great for your teeth. A sweet orange contains considerable amounts of potassium, calcium, iron, manganese and vitamins A, B and C, that help in the development of strong teeth and bones.

Whitedent⁺ Ultra

PROVIDES STRONG TASTE AND GUARDS AGAINST ACID. FIGHTS CAVITIES AND HELPS BREATHE FRESH FOR HOURS.

Feel natural, clean & fresh!

Veggies

Lettuce and green colored leaves comprises of Vitamins A, C, D, E, K, B6 AND B12. They prevent discoloration, relieve pain and improve the overall condition of mouth.

Whitedent⁺ Herbal

Get your day off to a refreshing start with nature's best herbs!



limiting availability. The company changed to the direct distribution model and then added stock locations and branches. This move saw an increase in coverage and service levels. Even after the change in distribution, agents and distributors remained with the company and are still a part of its client base.

Chemi and Cotex Industries has never been solely a toothpaste manufacturer and distributor. While the WhiteDent brand has nearly 40 product lines, the company manufactures and sells over 300 products including oral care, cosmetics, foods, metal, and plastics. WhiteDent is a part of this large portfolio.

WhiteDent defines the company's value and commitment to its consumers. It is the flagship brand in more ways than one: People often refer to the company as "the WhiteDent Company" - which is a source of pride for the company!

THE PRODUCT

The company enjoys the advantage of being a local manufacturer and is not tied down by the "one-size-fits-all" syndrome. The WhiteDent formulation is patented, with ingredients that suit the African palate. The toothpaste gives a fresh feel while delivering all the oral care benefits of quality toothpaste, including cleansing, abrasion and protection.

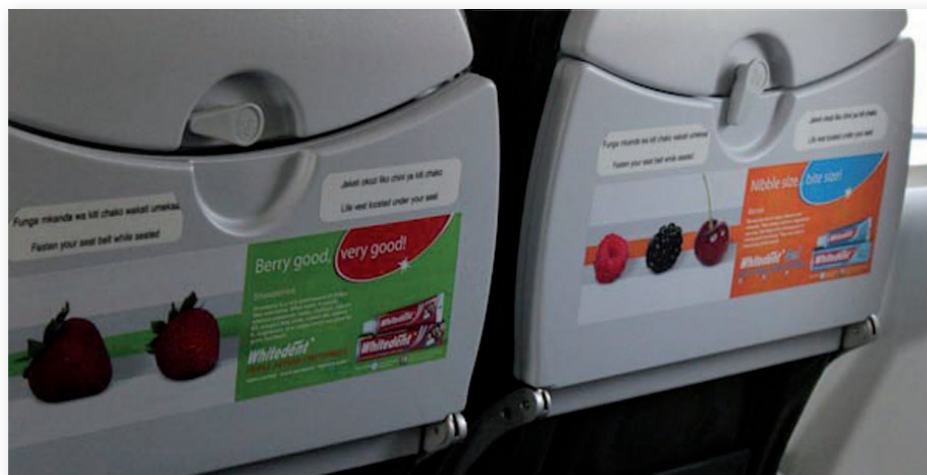
Universally, the white toothpaste forms the bulk of the sales. The WhiteDent consumer however, has a choice of five variants - Triple Action (white toothpaste), Blue Gel with real mouthwash, Three-in-one Ultra striped toothpaste, Lemon Mint flavor and Herbal Striped toothpaste. The product is presented in a standard collapsible lamitubes, packed in cartons.

WhiteDent is available in a large range of sizes - from 10g (smallest size) to

250g (largest size), offering all sectors of the market an affordable buy.

RECENT DEVELOPMENTS

Increasing coverage and improving service levels is an essential part of the marketing mix. The Company continues to open additional stock



points and cover more outlets. In 2010, additional branches at Musoma and Tabora in Tanzania, and a subsidiary Company in Kigali (Rwanda) commenced operations.

Export of WhiteDent to South Africa commenced in 2009. In a significant endorsement of its quality and acceptability, WhiteDent was listed by Shoprite in South Africa in 2010 and is now available in all Shoprite supermarkets. During 2011, the availability will be extended to other major retail chains in South Africa as well.

Two additional variants of WhiteDent Toothpaste were introduced in 2010 - 'Ultra' three-in-one striped Toothpaste offering long lasting protection and a trendy 'Lemon Mint' variant.

A new toothbrush - 'WhiteDent Reach' - incorporating a unique feature of colour changing bristles (indicating the need to change) and a tongue scraper is currently being test marketed.

PROMOTION

Reach of conventional mass media like print and television are relatively low and urban oriented. The company uses several methods to target different audiences.

A branded Road Show vehicle is used on promotion campaigns in villages and towns in Tanzania. During the tours, the crew talks about oral care, carrying the message with song and dance. The toothpaste is also sold at discounted rates.

Additionally, in its mission to improve oral care awareness, promotion and sampling to primary school students is a continuing effort. In 2010, over 180,000 students in 270 schools in

Tanzania were covered by this programme.

Air travelers of Precision Airlines, a major airline in East Africa will be pleasantly surprised by a novel in-flight advertising campaign by WhiteDent, underlining the healthy aspects of fruits and vegetables - interesting information and a relief the monotony of air travel!

The brand promise has remained consistent with the pay-off line 'Tunaiamini WhiteDent' (We trust

WhiteDent) based on the platforms of family and trust.

BRAND VALUES

WhiteDent's core brand value is an extension of its core corporate value: Trust - this denotes credibility in terms of quality, fairness, and transparency, to maximize customer value.

WhiteDent is a product that is most often used by more than one person in a household and the company strives to promote family and social values.

Winners of promotions like the WhiteDent Squiz TV programme receive prizes for themselves and vouchers for computers and books for the

schools they represent. The specific values the brand focuses on are: education, knowledge, and resultant success.

THINGS YOU DIDN'T KNOW ABOUT WHITEDENT

- Over ten million East Africans begin their day by brushing their teeth with WhiteDent - good morning, East Africa!
- WhiteDent is a Tanzanian brand that has become a market leader even while competing with international brands
- Over one million school children have received oral education through the WhiteDent schools dental programme
- Cumulative attendance of the brand's road shows is over one and a half million and counting!
- Chemi and Cotex Industries is the fourth manufacturer in the world to acquire filling capabilities of a tri-colour toothpaste with separate sections of transparent and opaque toothpastes

