

# Whitenedent®

## MARKET

Whitenedent - a leading oral care brand in East Africa. In its home market, Tanzania, it is the market leader for over ten years in the Toothpaste segment. The brand is driven by a basket of variants catering to specific segments with focus on quality, availability and affordability.

The per capita consumption of toothpaste in this region and the product usage/penetration is very 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.

In today's marketing environment, it is imperative to manufacture high quality product economically, even in an environment where manufacturing costs are high; distribute them efficiently though distribution costs are also high; and build brand values to sustain leadership in the long run. Chemi & Cotex Industries with its strategic manufacturing strategy and unique sales and distribution model has played a stellar role in helping Whitenedent achieve the leadership position in Tanzania.

Whitenedent is being produced at a state of the art manufacturing facility with ultra modern equipments in Dar Es Salaam, it is manufactured adhering to the world class standards of manufacturing practices. Most of the manufacturing processes are in house, that helps Chemi & Cotex keep a strict check on the product quality and keep in pace with the industry standards. Additional investments are regularly

made to increase capacity and capability to meet increasing demand efficiently.

Toothbrushes are an extension of toothpaste usage – the market is dominated by cheap imported products. In its stated objective of improving oral hygiene, Chemi & Cotex Industries manufactures and markets toothbrushes under the Whitenedent brand name. Chemi & Cotex is among the very few toothpaste manufacturers in the world, having toothbrush manufacturing facilities in house that gives them better control over production and quality of finished product.

Given the low level of toothpaste penetration, the market for high end products like therapeutic (sensitive) and whitening toothpastes is low and their demand is mainly met by imported brands. These products will also be made available under the Whitenedent brand as and when appropriate. The brand's goal is to make their presence felt in all segments of the oral care market.

## ACHIEVEMENTS

According to AC Nielsen Retail Audit 2012 for Tanzania, Whitenedent Toothpaste owns 79% market share and is available right from the biggest supermarket to the smallest kiosk in Tanzania.

The company has established a robust sales and distribution network with fourteen branches and four Re-Distribution Stockists across 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 company reduces the factory to home cycle, ensuring a fresher product on the shelves. This also enables quicker response time to changes in consumer trends.

Quality assurance is achieved through rigorous routine checks of raw materials, processing and post manufacturing stages, and maintenance of control samples. The

**Whitenedent®**

**HEALTHY TEETH HAPPY SMILES**

**BRUSH TWICE A DAY**  
Get a **FREE**\* tooth brush with each Whitenedent pack you buy today.

**Whitenedent** **Whitenedent** **Whitenedent**

\*110 g, 125 g, 190 g and 250 g only.

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.

## HISTORY

The history of the Whitenedent 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 Whitenedent brand name, processing equipment, and some packaging material.

Whitenedent was introduced in the Tanzanian market, and redesigned to suit market needs. Packaging – originally in Russian was changed.

Sales picked up in 2000 when Cotex Industries merged with Chemipack and the new Chemi & Cotex Industries moved to its current premises.

By 2003 Whitenedent was sold all over Tanzania through a handful of distributors and agents. The mode of distribution, however, was limiting availability. The company changed to the direct distribution model by adding stock locations and branches. This move saw an increase in market coverage and service levels.

2011 saw a major investment in the company with HSBC, Satya Capital and Catalyst Principal becoming shareholders in the company along with the Mac Group the original owners. This is providing additional expertise that will ensure Chemi & Cotex achieves its goal of becoming a pan-African Consumer goods company, providing consistently high quality, trusted by consumers and its products available wherever and whenever needed.



## 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 four variants – Triple Action, Blue Gel with Mouthwash, Herbal and Ultra (three colour stripe). The product is presented in standard collapsible lamitubes, packed in cartons as per international quality standards.

Whitedent has a wide range of offerings for the consumer, Four variants and pack sizes available from 10g (smallest size) to 250 g (largest size), offers 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 2011, branches at Dodoma and in 2012 in Mtwara in Tanzania, and a subsidiary company in Nairobi (Kenya) commenced operations, apart from existing operations in Kigali (Rwanda).

Whitedent is available in Kenya, South Africa, Zambia, Angola, Namibia, Zimbabwe, Rwanda, Burundi, Uganda, Madagascar, Malawi and Democratic Republic of Congo.

New toothbrushes Whitedent Plus in the Medium Price segment and a Kids toothbrush (twin pack) were launched in 2012.

Mouthwash in a unique dispenser with premeasured quantity was launched in two variants in 2012, namely Cool Blue Mint and Herbal Burst in 250ml, with a consumer offer of 50ml free.

## PROMOTION

**Whitedent Quiz** - A mega school contact



programme, driven with the objective of empowering school children with knowledge and oral care education was conducted across Tanzania in 2012. Participating students were in the age group of twelve to thirteen years.

A total of 1,264 schools were reached which have a minimum of 500 students. Winners received prizes for themselves and computers and books for the schools they represented. Additionally, the event was released as a weekly programme on a National Television channel and Radio in prime time for nine weeks.

Polytanks used for water storage, were given to schools as part of SMS campaign in the school quiz. Whitedent branch teams actively reached more than 150 schools pan Tanzania and educated the students on oral hygiene.

Billboards and unique point of sale material, like buntings and posters with special material to last longer, were created to ensure visibility at consumer contact points.

Whitedent branded vehicles were used on promotion campaigns in villages and towns in Tanzania for four months continuously in the third and fourth quarter of 2012. The

company also owns road show vehicles which are stationed in strategic locations to cater to regions nearby. During the tours, the crew talks about oral care, carrying the message in an entertaining way. Whitedent products are sold to consumers at an attractive price during the roadshows.

## BRAND VALUES

The brand promise has been revisited, backed by consumer research in 2011, with the focus on functional benefit and emotional hook. "Healthy Teeth Happy Smiles"; is the new pay off line, which has been well received across East Africa during



its launch. Singular messaging across East Africa has added to its brand personality and imagery with consumers. This has been coupled with the facelift for the Whitedent logo and packaging, to bring in a contemporary look and feel.

**Healthy Teeth Happy Smiles** as its pay off line denotes – Healthy Teeth, Happiness and a reason to smile for all in the family. These are strong propositions to own in the minds of consumers, and will result in brand loyalty over a period of time.

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.

[www.cciltz.com](http://www.cciltz.com)

## Things you didn't know about Whitedent

Good Morning East Africa - Over fourteen million East Africans begin their day by brushing teeth with Whitedent.

Whitedent is a Tanzanian brand that has become a dominant market leader even while competing with international brands.

According to AC Nielsen Retail Audit 2012, Whitedent is Tanzania's number one toothpaste with market volume share of 79%.

Over one million school children have received oral education through the Whitedent schools dental programme.

Whitedent Road Show has sensitised more than two million people.

Chemi & Cotex is the only company that produces unique small toothpaste packs in 10 / 15 / 25 / 40 grams.

Chemi & Cotex is the fourth manufacturer in the world to possess filling capabilities of a tri-colour toothpaste with separate sections of transparent and opaque toothpastes.

Superbrands