

Whitenedent®



MARKET

Whitenedent is a leading oral care brand in East Africa, has its home market in Tanzania and is the market leader for over ten years in 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 the 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. 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 ultramodern equipment, in Dar Es Salaam, and is manufactured adhering to the world class standards of manufacturing practices. Most of the manufacturing processes are in hose, 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 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 mouthwashes, therapeutic (sensitive) toothpastes, and whitening toothpaste 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.

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.

ACHIEVEMENTS

Whitenedent voted No 1 brand in all categories in 2017-18 by Superbrands in Tanzania.

The Company has established a robust sales and distribution network 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 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.

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 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 Whitenedent



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 real mouthwash, Herbal and Whitening Plus. 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 250g (largest size), offers all sectors of the market an affordable buy.

RECENT DEVELOPMENTS

The company has now started servicing the smallest kiosk and the narrowest lanes through "PIKI PIKI" (2 – wheelers) and Bajaji (3-wheelers). This would get the product placed across all segments of the retail landscape. This model would see further expansion in the coming years.

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

Mouthwash in a unique bottle shape with measuring cap launched in two variants in 2016, namely Cool Blue Mint and Herbal Burst in 250ml & 500ml. In 2016, a new toothbrush called Pro-7 also added to our current range.

PROMOTION

"25 years of Whitedent" was celebrated in the year of 2016, it was a mega scale event with road shows, contests and 25 brand new cars distributed across the country to the winners.

Whitedent ran a promotion in which there was no purchase necessary to participate, neither an entry fee charged. The contest was open to all legal residents of The Republic of Tanzania.

The cars were filled with empty Whitedent toothpaste packets of various sizes which were undeclared. And those cars were taken around all over Tanzania. All that a customer had to do was to estimate the number of Whitedent packets that were in the car and denote the same in the entry form along with his / her details. At the end of the promotion, the cars were opened and number of packets counted. The person, who correctly guessed the number of packets, won a brand-new car.

Whitedent ran this mega event from July 2016 to Nov 2016. The competition was under strict supervision by the Gaming Board of Tanzania and conducted in a fair & excitable manner.

"Whitedent handed-over these cars as a symbol of sharing 25 years of success with our community. The winners received a zero-mileage car with its registration card, comprehensive insurance, a full tank and with all tax expenses completely paid for one year. This has never been done before in Tanzania".

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

Additionally, Whitedent engages / supports in CSR activities such as Bridge2aid & Tanzania Dental Association. The brand promise of Whitedent is to deliver a quality product at an affordable price with the end objective of promoting Oral Care and Oral hygiene it is in this context that Whitedent greatly value their association with Bridge2aid and the sponsorship of this programme. They are confident that imparting Oral education and emphasising the necessity for Oral care will serve this objective.

BRAND VALUES

The brand promise has been revisited, 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 the family. These are strong propositions to own in the mind 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.chemicotex.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 has been in Tanzania for 25 years; "Proudly Tanzanian".
- Whitedent has committed TZS 30 million and more towards Bridge2aid treatment and training programme as well as supplying 15,000 free samples for distribution in the Oral Health Education component of the training programme.
- Whitedent is a Tanzanian brand that has become a dominant market leader even while competing with international brands.
- Whitedent, according to AC Nielsen Retail Audit 2012, is Tanzania's number one toothpaste with market volume share of 79%.
- Whitedent's school dental programme that teaches oral education has reached over one million school children.
- Whitedent's road show has sensitised more than two million people.
- Chemi & Cotex is the only company that produces unique small toothpaste packs in 10 / 20 / 40 grams.
- Chemi & Cotex is the fourth manufacturer in the world to process filling capabilities of a tri-colour toothpaste with separate sections of transparent and opaque toothpastes.
- Whitedent gave away 25 brand new cars in their "25 years of Whitedent" promotion.

