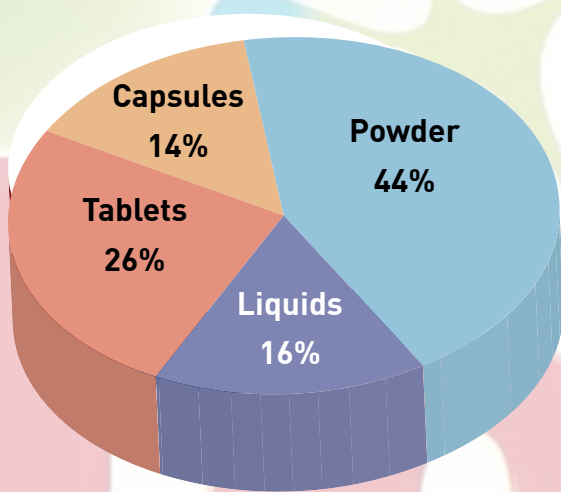


Category Healthcheck: Laundry

The total washing and detergent market is worth **£874m** in the UK – freshen up your fixture with this guide to maximising your laundry sales

Range & Display Tips

- Separate the different types of washing detergents to make it easier for shoppers to find what they are looking for. Try to block products of a similar format together (eg powders, tablets, conditioners)
- Stock small pack sizes - bulky products are hard to carry home and many Convenience stores, attract older shoppers or those without cars
- Encourage additional sales – laundry shoppers most often are shopping for washing detergents, but you can prompt sales of fabric conditioners or 'ironing aid' products by merchandising close by



1m (3 shelf) Laundry Planogram



Recommended Range

P&H Code	Recommended Range	Type	Check
44853	Ariel High Suds E3	Powder	
44793	Ariel Non Bio Auto	Powder	
43890	Ariel Powder Biological	Powder	
2164	Ariel Tablets Regular	Tablets	
26753	Bold 2 in 1 Lavender & Camomile	Powder	
43895	Bold 2 in 1 Ocean Clear	Powder	
21123	Bold 2 in 1 Ocean Clear 16s	Tablets	
40712	Comfort Blue	Fabric conditioner	
43897	Daz Regular	Powder	
21124	Daz Regular	Tablets	
27193	Lenor Care Reg Spring Awakening	Fabric conditioner	
2957	Persil Bio	Powder	
48282	Persil Non-Bio	Powder	
2156	Persil Non-Bio	Tablets	
24228	Surf Bio Sunshine	Powder	

Palmer and Harvey **PROFIT** Principles

Promote using PoS to drive sales instore

Range – check the recommended range list to make sure you're stocking the best sellers

Out of stocks = lost sales

Focus on your display – use planograms to maximise sales

Innovate – stay up to date with the latest market trends and new products

Talk to your Palmer and Harvey sales representative to get the best advice for your store

standard washes

ACTION

