DIZOLVE ZIPLOCK PACKAGING

Innovative Cleaning Made Simple!



BRAND NEW FORMAT THAT WILL ENTICE CONSUMERS TO BUY!

- *Recyclable plastic*
- *Keep Dizolve Sheets fresh and moist*
- *Minimize transport's gas emmissions and gallons of gasoline*
- *Easy to Open Ziplock Bag*
- *Portable & Convenient*
- *Less Packaging*

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DIZOLVE ZIPLOCK PACKAGING

Multiple Display Options For An Increased Visibility!



Multiple Display Options!

Clip-Strip Display
Quantity: 12 Units

Versatile display that can be placed virtually everywhere!

Retail Ready Packaging
Quantity: 12 Units

Easy display set-up. Shipping carton slips off for quick merchandising.



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DIZOLVE ZIPLOCK PACKAGING

Multiple Display Options For An Increased Visibility!



Multiple Display Options!

Half Pallet Display Quantity: 480 Units

Easy and effective display set-up that draw consumers. Shipping carton slips off for quick merchandising.

PRODUCT SPECIFICATIONS					
PRODUCT	ITEM #	UNIT SIZE	CASE	UPC #	SCC-14
Fresh Linen	FL32-12	11.5" x 7.5" x 0.5"	12 units per case	8 04809 80011 9	10 8 04809 80011 6
Lavender	LA32-12	11.5" x 7.5" x 0.5"	12 units per case	8 04809 80012 6	10 8 04809 80012 3
Unscented	UN32-12	11.5" x 7.5" x 0.5"	12 units per case	8 04809 80013 3	10 8 04809 80013 0

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Dizolve®
Laundry Detergent Sheets
Feuilles de Détergent à Lessive

Planogram Information

Walmart
Save money. Live better.

Powder Detergent 12’ Section

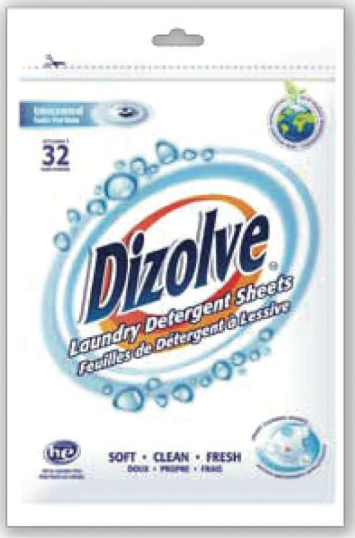




Unscented



Fresh Linen



Dizolve Detergent - Unscented
Format: 32 Loads • WM#: 1361288



Dizolve Detergent - Fresh Linen
Format: 32 Loads • WM#: 1361281

Dizolve Detergent 12 piece Trays are planogrammed on the top shelf at the end of the powder detergent section.

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Walmart

Rollback **Chute de prix**

$1.97
WAS
ÉTAIT $2.97

EFFECTIVE APRIL 18 TO JULY 17, 2011
VALIDE DU 18 AVRIL AU 17 JUILET, 2011





Dizolve Detergent Sheets/
Dizolve Feuilles de Lessive
10 Loads -10 Brassées
Fresh Linen - Ligne Frais
12 Piece Clip-Strip
12 Mcx Prés. en Pince
WM #1355870





Dizolve Detergent Sheets/
Dizolve Feuilles de Lessive
10 Loads - 10 Brassées
Unscented - Sans Parfum
12 Piece Clip-Strip
12 Mcx Prés. en Pince
WM #1355877

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Zellers

IMPORTANT NOTICE
AVIS IMPORTANT

Price Cut - Period 8-10 - Aug. 8th to Nov. 25th
Réduction - Période 8-10 - 8 Août ou 25 Nov.



4 Week - National TV Campaign
Campagne de TV National - 4 Semaine



Commence le 8 sept. 2011/Starts Sept. 8, 2011



RABAIS PDV
$1.00
POS REBATE

Diolve
Laundry Detergent Sheets
Feuilles de Lessive
Format: 10 Loads /10 Brassée
Fragrance: Unscented / Sans Parfum
12 Piece Clip-Strip / Open Stock
12 Mcx Présentior en pince / Stock Ouvert

Zellers Item/Article #
84486489

8 04809 80033 1

Diolve
Laundry Detergent Sheets
Feuilles de Lessive
Format: 10 Loads /10 Brassée
Fragrance: Unscented / Sans Parfum
12 Piece Clip-Strip / Open Stock
12 Mcx Présentior en pince / Stock Ouvert

Zellers Item/Article #
84486493

8 04809 80031 7

TAKE ADVANTAGE OF THESE PROMOTIONAL PRICES
PROFITEZ DE CES PRIX PROMOTIONNELS

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CO-OP TM/MC

Special Event Reminder

August 25, 2011

Feature Pricing - Limited Time Only

August 25th to October 15th, 2011





Dizolve Detergent Sheets
10 Loads -Fresh Linen
12 Piece Clip-Strip

8 04809 80033 1

CO-OP Item
 # 3624152



99¢
Reg. $2.99
(Ends Oct. 15th)



Dizolve Detergent Sheets
10 Loads - Unscented
12 Piece Clip-Strip

8 04809 80031 7

CO-OP Item
 # 3627775

DON'T RUN OUT OF STOCK... ORDER TODAY AND DISPLAY!

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CO-OP TM/MC

Special Event Reminder

August 25, 2011

Feature Pricing Limited Time Only

August 25th to October 15th, 2011



Dizolve Laundry Sheets
32 Loads - Fresh Linen
12 Piece Tray/Clip-Strip
UPC: 8 04809 80011 2
CO-OP Item #3688108

8 04809 80011 9



Dizolve Laundry Sheets
32 Loads - Unscented
12 Piece Tray/Clip-Strip
UPC: 8 04809 80013 1
CO-OP Item #3687423

8 04809 80013 3



Dizolve Laundry Sheets
32 Loads - Lavender
12 Piece Tray/Clip-Strip
UPC: 8 04809 80012 6
CO-OP Item #3688116

8 04809 80012 6

$3.99
Reg. $6.99
(Ends Oct. 15th)



DON'T RUN OUT OF STOCK... ORDER TODAY AND DISPLAY!

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product catalogue

Let's Revolutionnize The Way The World Do Laundry



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A Whole New Laundry Experience

detergent in a sheet



FOR ALL MACHINE TYPES

BIODEGRADABLE INGREDIENTS

COLD WATER POWER

SMART CLEANING AGENTS

AGENTS NETTOYANTS INTELLIGENTS

What is Dizolve?

Say goodbye to measuring cups, bulky bottles and messy spills. Dizolve Concentrated Laundry Detergent Sheets™ are a new, trouble-free solution to using traditional liquids and powders.

Dizolve™ contains virtually no water, is lighter and more compact than traditional detergents, making it the eco-friendly choice for consumers. Dizolve Concentrated Laundry Detergent Sheets™ dissolve completely in hot or cold water, contain no phosphates, are completely biodegradable and HE compatible.

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REACHING OVER 6.6 MILLION AUDIENCE
with weekly GRP's averaging over 480

30-Seconds & Billboards	1ST QUARTER			2ND QUARTER			3RD QUARTER			4TH QUARTER		
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	2 9 16 23 30	6 13 20 27	5 12 19 26	2 9 16 23 30	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	3 10 17 24 31
TV NATIONAL & REGIONAL												
• Nova Scotia												
• Prince Edward Island												
• New Brunswick												
• Atlantic (French)												
• Newfoundland												
• Quebec (English)												
• Quebec (French)												
• Ontario												
• Manitoba												
• Saskatchewan												
• Alberta												
• British Columbia												
PUBLISAC DISTRIBUTION												
• Quebec Market												
• Western Market												

{ Will include full size samples!

Atlantic Quebec Ontario West

Demographic Profile

- Skews to Younger Viewers
- 60% of Viewers 18-49/25-54

Demographic Profile

- Skews to Younger Viewers
- 60% of Viewers 18-49/25-54

Demographic Profile

- Strong female skew (63% are female)
- 58% Age 25-54 yrs.
- 77% own their home

Demographic Profile

- Strong female skew
- 31% more likely to have kids under 12
- More likely to have higher HHI's

Demographic Profile

- Balanced audience M-47%/F-53%**

CBC News Network surpasses ALL other news channes for A18+, A25-54 & OMPs!*

Our most exciting and comprehensive year in media!
Plans include NEW and traditional media/promotions mix.

- Exciting new line-up of TV shows with CBC and Shaw media specialty channels
- Geo-targeted web advertising with CBC, Global TV, Google, Social media and partner web sites
- World wide web independent product reviews and links to targeted market audience
- Marketing ventures TV show with pop-ups incorporated into various TV shows during air times (captive audience)
- Sampling and coupon programs that includes 50,000 samples of Dizolve in BTS Student kits distributed Nationally
- Monthly contests using Social Media, Facebook and product reviews
- Pilot project formalizing school sampling and sales programs (NB test marketing fall 2011)
- Corporate citizenship: Community sponsorships, partnerships and cross market promotions and tradeshows
- PubliSac geo-targeted door to door sampling

Dizolve Online @ www.mydizolve.com



LINEUP ALSO INCLUDES...

- Mega Dens
- Design U
- Rosanne
- Mom Show
- Sweat Equity
- House Crashers
- Who's The Boss
- Golden Girls
- Home to Flip
- Reno Realities
- All in the Family
- Disaster DIY
- Threes Company
- Ultimate Comedy
- Kitchen Impossible
- Dragon's Den

ad campaign

FAZAKIS

Dizolve

Powerful Cleaning Power in one Sheet

how it works

1 Once in contact with water, the sheet dissolves and releases its cleaning agents.

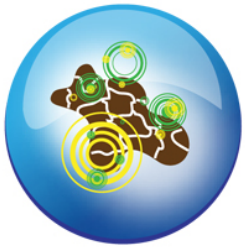


2 The smart solution seeks out every dirt molecule and stains on clothes.



3





Dizolve's formula fights dirt and other stains.



The cleaning ingredients help keep dirt in suspension as the water washes it away.



Dizolve Laundry Detergent Sheets use advanced technology to create a formula that radically seeks out and destroys stains and dirt on clothes while containing virtually no water.

Unlike traditional detergents, up to 70% of which is water, Dizolve reverses the normal soap recipe to get more powerful cleaning agents than you would using liquid or powdered soaps.

With the pre-measured sheet for regular loads, or two small loads, you get exactly what you need to get amazingly clean clothes.

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Dizolve

Give Mother Nature a second breathe



OECD READILY BIODEGRADABLE • OCDE FACILEMENT BIODÉGRADABLE

If the average Canadian family* would switch to Dizolve , we will save approximately 100 million liters of water a year from going into the washing cycle.

The average family does 300 loads of laundry per year (6 per week)**. If only 1% of Canadian families would switch to Dizolve we would save 1 million jugs, or 127 metric tons of plastic from landfills.

HDPE plastic is used for packaging liquid detergent. Only 28.8% of HDPE bottles were recycled in 2005.

Load for load, concentrated liquid detergent takes up twice the space than Dizolve and powder takes up 3 times the space. To bring the same amount of detergent from Moncton to Montreal the fuel and Co2 savings would be as follows:

Liquid: 390 liters of diesel fuel or 1040 kg of Co2 emission***
Powder: 780 Liters of diesel fuel or 2080 kg of Co2 emission***

* 2006 Canadian Census
** Wall Street Journal " Six Products, Six Carbon footprints"
*** Natural Resources Canada

-product sustainability

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Make The Green Choice With Dizolve!

the comparison

The simple switch from giant jug detergents to Dizolve Laundry Detergent Sheets™ will immediately shrink the footprint we leave behind on our environment.



Dizolve :

- ✓ Virtually no water
- ✓ Small carbon footprint
- ✓ Recyclable cardboard
- ✓ Minimize transport gas emissions and gallons of gasoline
- ✓ Smart, easy to use sheet
- ✓ Portable and convenient envelope. Great for travel!
- ✓ It dissolves completely!

VS

Liquid Detergent:

- ✗ Nearly 70% of water
- ✗ Bulky, heavy bottle
- ✗ HDPE plastic, destined for Landfills
- ✗ High carbon footprint
- ✗ Spills, messy caps and measuring required
- ✗ Encourages transports gas emissions



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Convenient New Pouches Pack a Big Punch!

10 loads format

Fresh Linen



Unscented



Multiple Display Options Available!

Prevent All Kind Of Bad Surprises While Traveling With Dizolve

- Ideal For Travel
- Introductory Format
- Ecofriendly
- Smart Cleaning Agents
- Easy To Use
- Phosphate Free
- Readily Biodegradable
- Suitable For All Machine Types

*See back of book for display options

PRODUCT SPECIFICATIONS

PRODUCT	CASE	CASE PACK	ITEM DIMENSIONS (LxWxH)	INNER PACK DIMENSIONS (LxWxH)	CASE DIMENSIONS (LxWxH)	CASE WEIGHT	CASE CUBE	PALLET CONFIGURATION			UPC#:
								CASES/ LAYER	LAYERS/ PALLET	CASES/ PALLET	
Fresh Linen	12	8/12s	10 x 6.5 x 0.25 in 25 x 16.5 x 0.6 cm	10.75 X 4 X 7.25 in 27.3 x 10 x 18.4 cm	-	2.28 lb. 1.03 kg	0.18 ft³ .0052 m³	36	7	252	
Unscented	12	8/12s	10 x 6.5 x 0.25 in 25 x 16.5 x 0.6 cm	10.75 X 4 X 7.25 in 27.3 x 10 x 18.4 cm	-	2.28 lb. 1.03 kg	0.18 ft³ .0052 m³	36	7	252	

Lightweight Packaging
More Convenient Than Bulky Jugs!

32 load format

Unscented | Fresh Linen | Lavender



Multiple Display Options Available!

Embrace A New Kind Of Clean With Dizolve Laundry Detergent Sheets

- Efficient In Hot Or Cold Water
- Easy To Use
- Safe for Septics
- Phosphate Free
- Ecofriendly
- Readily Biodegradable
- Smart Cleaning Agents
- Suitable For All Machine Types

*See back of book for display options

PRODUCT SPECIFICATIONS

PRODUCT	CASE	CASE PACK	ITEM DIMENSIONS (LxWxH)	INNER PACK DIMENSIONS (LxWxH)	CASE DIMENSIONS (LxWxH)	CASE WEIGHT	CASE CUBE	PALLET CONFIGURATION			UPC#:
								CASES/ LAYER	LAYERS/ PALLET	CASES/ PALLET	
Fresh Linen	12	-	0.5 x 7.5 x 11.5 in 1.27 x 19 x 29.2 cm	8.5 X 8 X 12 in 21.6 x 20.3 x 30.5 cm	-	6 lb. 2.72 kg	0.43 ft³ .0126 m³	24	5	120	
Lavender	12	-	0.5 x 7.5 x 11.5 in 1.27 x 19 x 29.2 cm	8.5 X 8 X 12 in 21.6 x 20.3 x 30.5 cm	-	6 lb. 2.72 kg	0.43 ft³ .0126 m³	24	5	120	
Unscented	12	-	0.5 x 7.5 x 11.5 in 1.27 x 19 x 29.2 cm	8.5 X 8 X 12 in 21.6 x 20.3 x 30.5 cm	-	6 lb. 2.72 kg	0.43 ft³ .0126 m³	24	5	120	

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Powerful In-Store POS

display options



12 pc Clip-Strip

12 pcs Tray

FL10-12



12 pc Clip-Strip

12 pcs Tray

UN10-12



12 pc Clip-Strip

12 pcs Tray

FL32-12



12 pc Clip-Strip

12 pcs Tray

LA32-12



12 pc Clip-Strip

12 pcs Tray

UN32-12

PRODUCT SPECIFICATIONS

PRODUCT	DESCRIPTION	CUBE	WHT	DIMENSIONS (LxWxH)	UPC C/S CODE	SHIP DATE
FL10-12	Linen 10 Load Display/Clip-Strip	0.18 f^3 .0052 m^3	2.28 lbs 1.03 kg	10.75 x 4 x 7.25 in 27.3 x 10 x 18.4 cm	1 08 04809 80033 8	In Stock
UN10-12	Unscented 10 Load Display/Clip	0.18 f^3 .0052 m^3	2.28 lbs 1.03 kg	10.75 x 4 x 7.25 in 27.3 x 10 x 18.4 cm	1 08 04809 80031 4	In Stock
FL32-12	Linen 32 Load Display/Clip-Strip	0.43 f^3 .0126 m^3	6 lbs 2.72 kg	8.5 x 8 x 12 in 21.6 x 20.3 x 30.5 cm	1 08 04809 80011 6	In Stock
LA32-12	Lavender 32 Load Display/Clip	0.43 f^3 .0126 m^3	6 lbs 2.72 kg	8.5 x 8 x 12 in 21.6 x 20.3 x 30.5 cm	1 08 04809 80012 3	In Stock
UN32-12	Unscented 32 Load Display/Clip	0.43 f^3 .0126 m^3	6 lbs 2.72 kg	8.5 x 8 x 12 in 21.6 x 20.3 x 30.5 cm	1 08 04809 80013 0	In Stock

Sales - National & International

- our clientele -

National Sales

Walmart
Save money. Live better.

Zellers

JEAN COUTU

Atlantic superstore

Loblaws

the real Canadian Superstore

zehrs

COOP

THE NORTH WEST COMPANY

Lawtons

International Sales


Canada


United States


Dubai


United Arab Emirates


Kuwait


Oman


Saudi-Arabia


Australia


Greece


France


United Kingdom