

NIKOL

Having already created a new world of Household Care, this year Nikol continues renewing and surprising as well as challenging traditional home cleaning methods and launching new categories and unique products that are adapted to the needs of the modern family

Up until 8 years ago, what we now know as "Nikol brand of household care" was not exist as a marketing category: not at the point of sale, not in consumer perception and not in consumer reference.

What existed at that time was a collection of sub-categories products such as cloths and scouring sponge, without any significant differentiation among manufacturers, without consumer involvement, without excitement and innovation and with increasing competition.

At that time, Hogla-Kimberly managed a collection of 6 different brands that were categorized in 4 different company sectors.

In 2004, Hogla-Kimberly decided to merge the dropping activities into one branded profitable business under the brand name Nikol.

Hogla-Kimberly decided to excite the commodities market by adding real added value and by changing the rules of the game – to stop offering products and to begin offering solutions – by placing consumers, with their functional and emotional needs, at the center.

Success was soon to follow. Today, Nikol is the leading brand in the Household care category, with penetration rate of over 90%

and leading in the relevant parameters such as Top of Mind, preference and emotional as well as bonding. Within less than ten years, Nikol built a new category and transformed it from a small, gray, boring sector unnoticed by consumers, marketers and retailers into an exciting, flourishing and profitable category that offers a real solution to consumer needs, that until that point were unfulfilled.

The Wet Wipes Category

As part of the in-depth research Nikol conducts to learn and identify unsatisfied consumer needs, an interesting fact was revealed – over 50% of consumers that use baby wipes babies use these wipes to clean various surfaces in the home.

The study revealed an existing consumer need for a convenient and easy to use product that offers a quick cleaning solution with minimum effort for everyday cleaning, from unexpected dirt to quick cleaning routine. From this opportunity a new category was born – the wet wipe category.

In 2009 Nikol launched the 'yellow' wet wipe for all purpose cleaning. The same convenient use involved in baby



wipes but for effective cleaning. Ever since, Nikol has been continuing to develop and expand the category while launching new, innovative products and providing solutions to a range of needs such as cleaning wet wipes for floors, windows and parquet.

This year, Nikol continues to renew in the category, with its launch of a scrubbing wet wipe – "Nikol Stubborn on Dirt" – unique Nikol wipes for removing hard dirt. A study of consumers revealed the need for a simple, easy, and convenient solution for daily cleaning of 'stubborn' dirt that stacked to surfaces - an action that even yellow wet wipes finds difficult to cope, let alone baby wipes. The scrubbing action demanded that consumers to combine several cleaning accessories (first – scrubbing, then – wiping). As of today, with the new product, the action can be easily and quickly carried out with one product – the scrubbing wet wipes.





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The scrubbing wet wipes is unique and exclusive to Nikol, and has two sides. One side is reinforced with polymer fibers for scrubbing, and the other side is smooth for wiping. The wipes contains grease removing material adapted to cleaning various kitchen areas such as marble and stovetops. In addition, the wipe contains antibacterial material – ideal for cleaning sinks, bathtubs, etc. Since its launch, the wet wipe category continues to flourish at a two-figure pace every year and Nikol keeps growing and leading this category.

Nikol Free from Rags

There are some products when they are launched raises the question – why didn't anyone think of this before? The new category – “Nikol Frees from Rags” is a smart rags line that raises exactly that question.

Until today, consumers usually used rags in homes as a solution for cleaning and wiping. From daily cleaning around the sink, marble and dining room table thorough deep weekly cleaning of bathrooms, bathtubs and other areas in the house.

Being a multipurpose rag, consumers find themselves working to clean the rag to use it for the next task: washing, soaping, soaking, laundering, drying...it can be said that consumers are essentially “working for the rag” instead of the rag working for them.

In order to provide a solution to this problem, Nikol launched this year the “Nikol Frees from Rags” – daily smart rags that are a hygienic replacement for rags.

The line of “daily smart cloth” offers a range of three products: pop-up package – innovative and exclusive in which consumers can pull one cloth after another and position the box in a convenient, accessible location; the

roll, which allows one to choose the ideal cloth size, and a package of nine large thick wipes for thorough cleaning. All products can be dampened and wrung, just like rags. The smart daily cloths are user-friendly, efficient and hygienic. Unlike rags, which accumulate dirt and unpleasant odor, the new Nikol daily cloths end their job at the end of the day or at the end of their use, and consumers are not forced to maintain and upkeep the cloth.

New Brand Language

Over the years, Nikol's growth was based on launching smart products along with unique communication in all communication channels and prominent, visible packaging at the points of sale. the growth of the household care category in general and Nikol's in particular, has become a focal point for other companies and brands who have entered the sector and created visual overload on the shelves, resulting in a blurring of the unique solutions and value offered by Nikol products. In light of the fact that a significant number of purchasing decisions are made at the point of sale, Nikol decided that the time had come to sharpen the brand differentiation with new visibility, which requires the launch of a new packaging language.

At the center of the new language launched in 2013 was an understanding that consumers are confused when facing a wealth of products in each of the household care categories. This makes it difficult for them to make decisions and choose a product that offers the optimal solution to their needs. Based on this insight, the decision was

Things You Didn't Know About Nikol

- The name Nikol was invented as an abbreviation of “Nikayon la'kol” (“cleaning for everybody”).
- The brand Nikol operates in about 20 different categories.
- Until Nikol's re-branding, it was not customary to design household cleaning and aids packages in black.
- Nikol's penetration rate in Israeli homes is 90%.

made at Nikol to revolutionize. Today, the new packaging language focuses on the main benefit of the product rather than on a description of the product, as was standard in the categories to date. For example, Nikol's kitchen towels are now called “Champion in Absorption”, wet wipes for all purpose cleaning are known as Nikol cleans in speed, the scrub triangle scourers are called “reaching every corner”, etc.

The new language sheds a clear light on the differentiating benefit of the product along with humanizing the product and creating a connection between the product's benefit and the functional as well as emotional benefit for consumers. All Nikol products have undergone a design change and were adapted to the new language, creating for the brand visibility and differentiation at the point of sale.



2004

Gathering products that fit under the household care category under the brand Nikol.

2006

Nikol undergoes rebranding and introduces the black packaging on shelves.

2009

Nikol invents and develops the cleaning wet wipes for the household cleaning.

2012

Continued development and broadening of penetration of the wet wipes category.

2013

Launch of Nikol “Free from Rags” category and the launch of a new packaging language.