

CATEGORYREPORT

H·I·E REPORTS WET WIPES

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Product Versatility Enhances Performance

Durability, multiple formulas, gentleness, and pleasant scents are characteristics suppliers are incorporating into wet wipes in hopes of appealing to a broader range of consumers.

Big Wipes, from Big Time Products LLC, offer a one-step solution for removing paint, adhesives, sealants, expanding foam, oil, and grease from hands, tools, and surfaces, says Rick Chambers, president.

“While Big Wipes come in a basic 8x10-inch cloth size, consumers will get 50% more use out of each cloth,” Chambers says. “The fabric is super-absorbent; after using one side of the wipe, it can be turned over and used again. Big Wipes are strong enough to clean an entire hand and still soak up dirt, making them an economical choice.”

Chambers adds that Big Wipes are dermatologically tested and comply with the latest U.S. OSHA regulations and European Cosmetic Standards.

Federal Process Corp. offers four varieties in its Tub O’Towels line. Tub O’Towels All Purpose Wipes have a fiber weave design that grabs grime and holds up to vigorous scrubbing, the company says. Their blend of “nine powerful cleaners is 100% biodegradable, with low VOCs and a low solvent content.” Additional benefits include a citrus fragrance and ingredients such as aloe,

lanolin, and vitamin E that not only clean hands but also leave them soft.

Additional Tub O’Towels products offer all-in-one formulations, the company explains. Granite & Marble Wipes clean, polish, and seal natural/cultured surfaces without discoloring sealed grout. Stainless Steel Wipes remove fingerprints, watermarks, food, grease, and oils, providing a streak-free finish. The cleaning solution in Carpet & Upholstery Wipes is contained in fiber-weaving and allows for vigorous scrubbing to remove tough stains such as coffee, wine, permanent marker, and other water-based stains.

GREAT STUFF Work Wipes, from The Dow Chemical Co., are designed to remove excess uncured Dow GREAT STUFF foam, as well as most paints, caulk, adhesive, grease, grime, oil, tar, rubber cement, ink, and even permanent marker.

“The wipes are oversized, resist tearing, and have a scrubbing surface on one side for messes that need a little muscle,” the company explains. “In addition, GREAT STUFF Work Wipes are formulated to be safe for cleaning hands, tools, and most hard surfaces, contain no harsh solvents, and have a pleasant citrus scent.”

Packaging Options Meet Multiple Needs

Wet wipes are available in several packaging options to accommodate a

variety of cleaning jobs.

Federal Process offers Tub O’Towels All Purpose Wipes in three sizes. The 90-count tub has 10x12-inch towels in higher-density packaging, which prevents the towels from drying out. The individual single packs also have 10x12-inch towels, while the 40-count tub contains 7x8-inch towels.

Dow’s GREAT STUFF Work Wipes are 7x11-inch wipes packaged in a 30-pack resealable pouch that fits conveniently in a toolbox or tool belt.

To give consumers choices, Chambers says, Big Time Products packages high-count quantities of Big Wipes in tubs and small-count quantities in foil packs. Each package “provides directions, usage information, and application recommendations for consumers in an eye-catching design.”

Longevity is another benefit for Big Wipes, Chambers notes, as each product has “a 24-month shelf life and will last another 12 months after opening.”

Education, Expertise to Increase Sales

As the demand for convenience increases among consumers, manufacturers are responding by offering wet wipe products that meet their various needs in more specific ways.

Federal Process says it continues to “leverage its chemical expertise and experience within key markets to help enhance user productivity.”

A shift in the way consumers approach cleaning suggests that “the days of rags and sprays are over, as consumers are buying wipes for the added convenience,” Chambers says. “Anyone involved in construction, maintenance, mechanics, engineering, plumbing, welding, farming, decorating, DIY applications, and more can easily keep tools, surfaces, and themselves clean with Big Wipes.”

To address the future needs of consumers, Chambers sees that “growth opportunities for Big Wipes products are in educating consumers. Big Time Products wants consumers to know how well Big Wipes work compared to the outdated measures of cleaning.”

Promotions, Demonstrations, Websites Draw in Consumers

Using a variety of marketing techniques, manufacturers are able to promote their products in stores and on their websites. Offering feedback forums on websites also allows the manufacturer to gain better perspective on consumers’ immediate needs.

Big Time Products, LLC assists retailers in a variety of ways to help promote Big Wipes. “We offer creative and innovative off-shelf promotional opportunities, in addition to strategically supporting retailers with TPRs,” according to Rick Chambers, president. “The company also provides in-store demonstrations and educates store sales associates about Big Wipes. In addition, we support retailer advertising programs, promotional activity, and seasonal opportunities.”

Federal Process Corp. offers a list of uses for Tub O’Towels along with videos and before & after slides on its website, as well as a blog with reviews from users.

The Dow Chemical Co. also offers how-to videos on its website. Additionally, a Rate & Review section enables users to share their experiences with GREAT STUFF Work Wipes.

BIG WIPES

CLEAN: PAINT | ADHESIVE | POLYFOAM | SILICONE | GAP FILL | OIL | GRIME | & MORE!



ALL THE CLEANING POWER OF OUR FAMOUS INDUSTRIAL FORMULA COMBINED WITH A HIGH PERFORMANCE DUAL SIDED FABRIC FOR FASTER GRIME REMOVAL.

