



# Windex®

The Iconic Brand  
in Commercial Glass & Surface Care....

***Working even harder in 2021!***



# Windex® – The Brand Leader in I&I!

**Fact: Used by More Industry Professionals than any Other Brand of Glass Cleaner**

- America's #1 Selling Glass Cleaning Brand *[Nielsen]*
- Windex® grabs the top spot on glass cleaner brand awareness – 83% *[Internal Research]*
- More businesses buy Windex® most often over any other brand – 43% *[Internal Research]*
- More businesses would consider Windex® for their business – 68% *[Internal Research]*
- Windex® is the largest brand of glass cleaners used by Contract Cleaners -68% *[Kline]*

**Our Goal: educate & inform customers  
Windex® cleans more than glass with a  
professional strength formula!**



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Sources: Nielsen Total US xAOC Xclub/MItry-Home Cleaning Ranking Report, L52W 8.22.20; S C Johnson Professional Habits & Practice Study, 2019; Kline Janitorial Cleaning Products: U.S. Market Analysis and Opportunities, June, 2020.

# Windex® – Working Harder in 2021!

The marketplace is evolving & cleaning priorities are changing. Windex® is viewed as a **Brand that can simplify cleaning processes in commercial applications:**

- Choose the right product for the job – Provide clarity around product applications and benefits
- Multi-lingual Users – New iconography and multiple languages
- NSF C1 and Kosher Certifications for Glass & More and Ammonia-Free
- Refill & Save – Encourage refilling options via iconography
- Streak-Free Shine – All formulas provide Windex® promise of streak-free cleaning

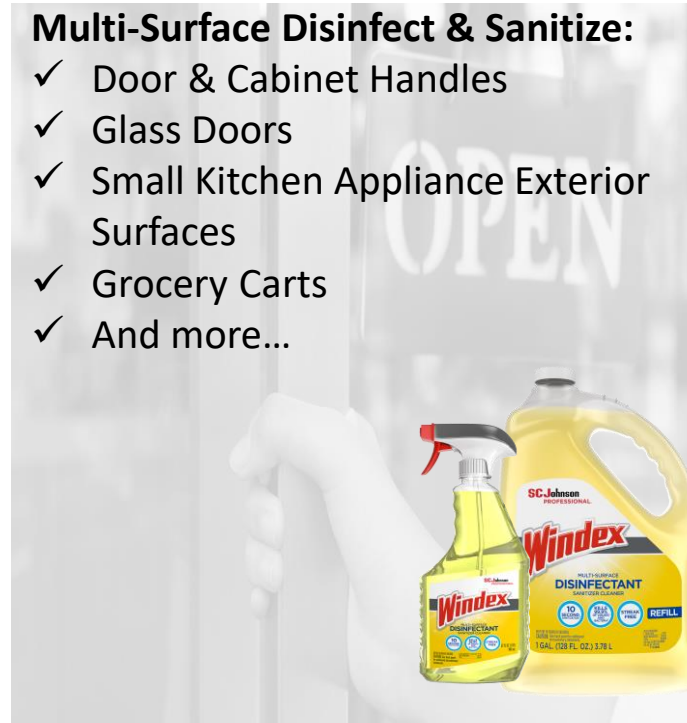
## Glass & More, with Ammonia D®

- ✓ Glass
- ✓ Chrome
- ✓ Mirrors
- ✓ And more...



## Multi-Surface Disinfect & Sanitize:

- ✓ Door & Cabinet Handles
- ✓ Glass Doors
- ✓ Small Kitchen Appliance Exterior Surfaces
- ✓ Grocery Carts
- ✓ And more...



## Multi-Surface, Ammonia-Free

- ✓ Plexiglas® Acrylic Sheet
- ✓ Tinted Windows
- ✓ Glass, Chrome, Mirrors
- ✓ Plastic, Tiles, Stainless Steel
- ✓ And more...



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# Windex® - Working Even Harder in 2021!



Current



2021



**Bigger Branding – Easy to Use, Easy to Choose Products – Industry Certifications**

# Windex

## Glass & More Multi-Surface Cleaner



# Windex® Glass & More – What's New?

## Features and Enhancements:

- Bigger branding:
  - Prominent Windex logo designed for high visibility on the job and immediate recognition on digital platforms
- Promote multiple applications:
  - *Glass & More* - Achieve Streak-Free shine on glass, stainless steel, chrome, mirrors, tile, plastic, laminate and more
- Logistical efficiencies:
  - 32oz trigger now available in new 8 count case pack
- Industry Certifications:
  - NSF C1 Certification & Kosher Certification
- Professional Positioning:
  - Commercial color accents, new trigger & cap
  - Tri-lingual content
- Refill & Save:
  - Bold Refill icons (gallon & 5 gallon)



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# Windex® Glass & More Multi-Surface Product Comparison



-Current-



-New-

## Performance & Features

New! Professional Branding	-	✓
New! Case Pack Size	12pk	8pk
New! Custom Pro Colored Trigger	-	✓
Updated! Windex® Visual Brand <i>Language</i> ( <i>speaks to customer needs</i> )	-	✓
Streak-Free Shine	✓	✓
NSF C1 Certification	✓	✓
Kosher Certified	-	✓
Formula with Ammonia-D®	Same	Same
Price	Same	Same for Trigger/Case Change

# Windex

## Multi-Surface Disinfectant Sanitizer Cleaner





# Windex® Multi-Surface Disinfectant Sanitizer Cleaner – What's New?

## Features and Enhancements:

- New icons emphasize most important product claims:



- Product name now features “Disinfectant” more prominently on front label
- Updated Windex® Visual Brand Graphics and logo
- Refill benefit call-out on Gallon product
- Same ability to achieve a streak-free shine, while disinfecting on:
  - Glass & Mirrors, Tables, Countertops, Sinks & Exterior Surfaces of Appliances
  - Chrome, Aluminum, Stainless Steel, Glazed Ceramic, Glazed Porcelain, Sealed Cement, Sealed Natural Stone, Sealed Marble, Sealed, Granite, Quartz & Formica®\*



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\*Formica® is a trademark owned by The Diller Corporation

# Windex® Multi-Surface Disinfectant Sanitizer Cleaner EPA List N

## EPA Approved | EPA List N Products *Disinfectants for use against SARS-CoV-2\**

READY TO **FIGHT GERMS,  
VIRUSES & BACTERIA!**



- Windex® Multi-Surface Disinfectant Sanitizer Cleaner EPA# 4822-593-89900 has demonstrated effectiveness against viruses similar to SARS CoV-2 (2019 Novel Coronavirus) on hard, non-porous surfaces.
- Therefore, Windex® Multi-Surface Disinfectant Sanitizer Cleaner can be used against SARS CoV-2 when used in accordance with the directions for use against Rhinovirus 37 on hard, non-porous surfaces.
- Refer to EPA website for additional information <https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2-covid-19>



\*Product meets U.S. EPA's criteria for use against SARS-CoV-2, the cause of COVID-19. Find the full product listing here: <https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2>

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# Windex® Multi-Surface Disinfectant Sanitizer Cleaner Product Comparison



-Current-



-New-

## Performance & Features

New! Professional Branding	-	✓
New! EPA List N Approved - Effective Against Emerging Viral Pathogens	-	✓
New! Case Pack Size	12pk	8pk
Updated Windex® Visual Brand Language (speaks to customers needs)	-	✓
Streak-Free Shine	✓	✓
Kills 99.9% of Viruses^ & Bacteria†	✓	✓
10 Second Sanitization†	✓	✓
Formula	Same	Same
Price	Same	Same for trigger/case change

^Rhinovirus Type 37 (common cold), Influenza A2/Hong Kong (H3N2), Influenza B.  
†Staphylococcus aureus (Staph), Enterobacter aerogenes (Enterobacter), Escherichia coli (E. coli), Salmonella enterica (Salmonella), Campylobacter jejuni, Listeria monocytogenes (Listeria), Streptococcus pyogenes (Strep).  
Use pesticides safely. Always read label and product information before use.



# Windex

## Multi-Surface Ammonia-Free Cleaner



# Windex® Multi-Surface Ammonia-Free Streak Free What's New?

## Features & Enhancements:

- Product positioning - Windex® Multi-Surface Ammonia-Free:
  - Clean glass, hard and specialty surfaces (i.e Tinted Glass, Plexiglas® Acrylic Sheets) more frequently over time with less damage
  - Fresh Scent icon signals this is an Ammonia-Free formula –no ammonia smell, same great streak-free shine
  - Visual branding with new logo
  - Achieve a Streak-Free shine on glass, stainless steel, chrome, mirrors, plastic, laminate, and specialty surfaces like acrylic shields and tinted glass
- Logistical efficiencies:
  - 32oz trigger now available in a new 8 count case pack
- Refill & Save:
  - Bold refill icon on gallon
- Industry Certifications:
  - Kosher Certification
  - NSF C1 Certification
- Tri-lingual label



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Nonfood Compounds  
(C1)



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# Windex® Multi-Surface Ammonia-Free Streak Free Product Comparison



-Current-



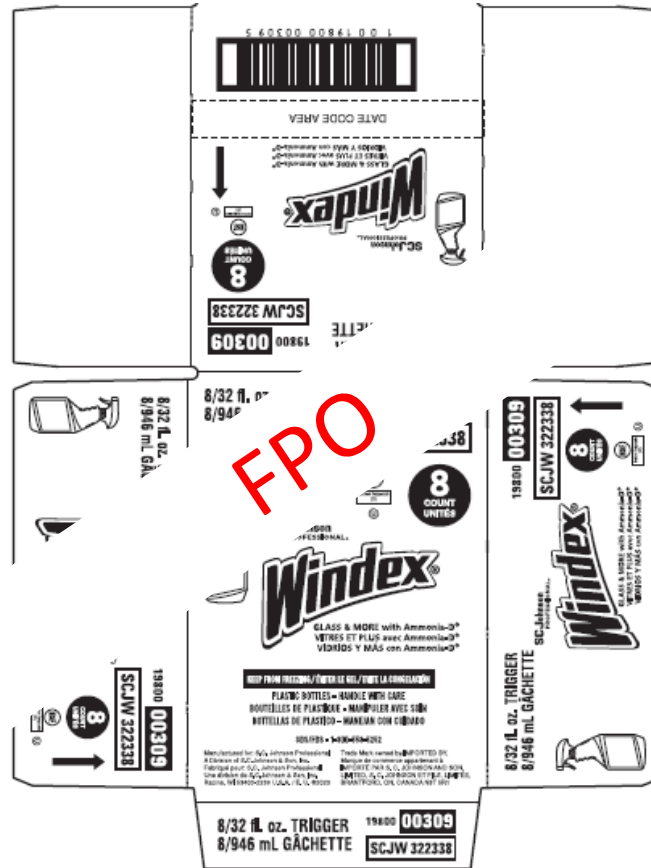
-New-

## Performance & Features

New! Professional Branding	-	✓
New! Kosher Certified	-	✓
New! Fresh Scent Icon	-	✓
New! Custom Pro Colored Trigger	-	✓
New! Case Pack Size	12pk	8pk
Updated Windex® Visual Brand Language <i>(speaks to customers needs)</i>	-	✓
Streak-Free Shine	✓	✓
NSF C1 Certification	✓	✓
Formula & Ammonia-Free Formula Benefits	Same	Same
Price	Same	Same for trigger/case change



# Windex® Case Pack Information



## New 8 Triggers / Case Pack #322338/322369/322381

- 28% more bottles on a pallet
  - 13 cases per layer = 52 cases per pallet instead of 27
- E-comm friendly shipping size
  - Reduced outbound freight costs – 19lbs per case
- Competitive case pricing
- Case Dimensions: 13.188L x 9.25W x 11.313H, .799 case cube

## Current 12 Triggers / Case Pack #695155, 682266, 697259

### Fewer Supply Chain Efficiencies:

- 9 cases per layer = only 27 cases per pallet
- Higher freight costs - 28.5lbs per case
- Case Dimensions: 17.938L x 10.125W x 11.438H
- Case Cube: 1.202



# APPENDIX

# Windex® Family of Products Helps Clean Safety Shields!

## Cleans Cashier / Counter Safety Shields

- Can be used on Plexiglas® acrylic sheet & other surfaces\*
- Target Customers: retail, grocery, food service, long-term health care check-in desks, airports

**Multi-Surface Cleaners**  
CLEAN MORE THAN GLASS!



**CLEANS AND SHINES  
PLEXIGLAS® ACRYLIC SHEET,  
AND OTHER SURFACES\***

PRODUCTS TESTED AGAINST PLEXIGLAS®  
MC AND G-GRADE ACRYLIC SHEET.



**During COVID, Windex® Delivers!**

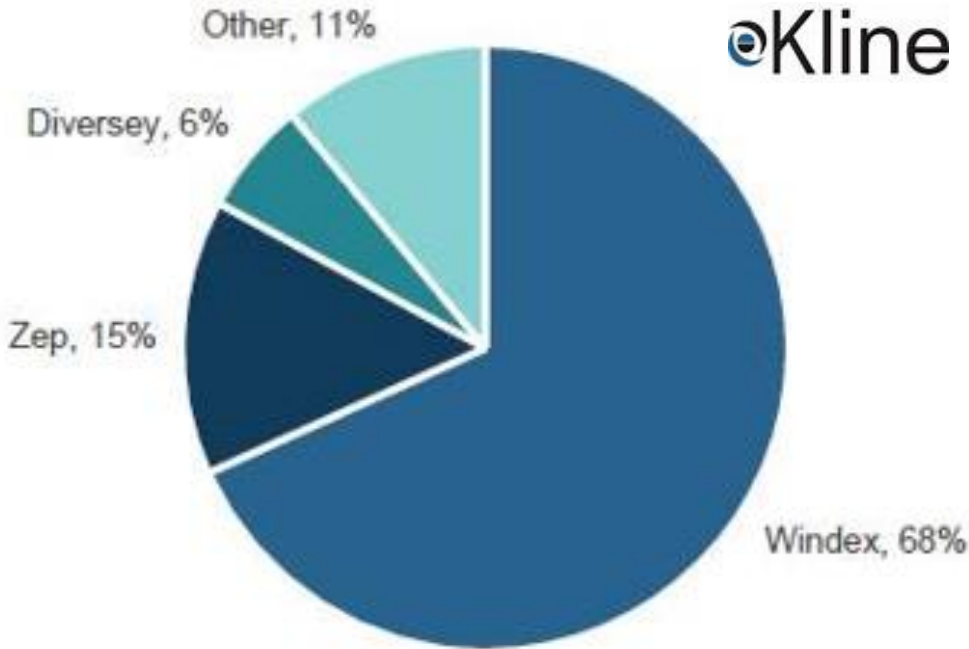


# Windex® - The BSC's Choice for Cleaning Glass & More

## Product Usage: Hard-Surface Cleaner Brands



BRANDS OF GLASS CLEANERS USED BY CONTRACT CLEANERS, 2020



Q: Which brand do you use most often?