

LEADING COMPETITOR



P&G Professional®
WOW that's CLEAN

BOTTOM-LINE SAVINGS UP TO \$8,700*
for a 150-room property

MAKE THE SAVINGS SWITCH TO THE TIDE® PROFESSIONAL COLDWATER SYSTEM

Now you can find business savings someplace you probably wouldn't expect — your on-premise laundry. **Just switch to the Tide® Professional Coldwater System for soft, white linens and bottom-line savings up to \$8,700!***

How much can your business save? Let us show you!

**REDUCE THE ENERGY
USED TO HEAT WATER IN YOUR
WASHING MACHINES BY UP TO
75%****

**REDUCE THE WATER
USED IN YOUR WASHING
MACHINES BY UP TO
40%†**

*Annual savings based on switching from a standard alkaline system to the Tide® Professional Coldwater System. Assume U.S. national average commercial water and gas costs according to Black & Veatch 2012/2013 report "50 Largest Cities Water/Wastewater Rate Survey" and the American Gas Association 2012 "Energy Industry Analyses and Statistics". Must have fully programmable washing machines to qualify for savings. Linen savings based on a 50-cycle test vs. the leading alkaline system. Savings assumes the standard competitive system is priced parity with Tide® Professional Everyday system (Tide® Detergent, Clorox and Downy) and uses Linen replacement cost data based on a study among Hospitality key decision makers in April 2014. **When you switch to the Tide® Professional Coldwater System from a standard hot system. For guest room linens only. Applies to energy used to heat water in your washing machine only. †When you switch to the Tide® Professional Coldwater System from a standard hot system. For guest room linens only. Applies to water used in your washing machine only. Clorox is a trademark of The Clorox Co., used under license by P&G.

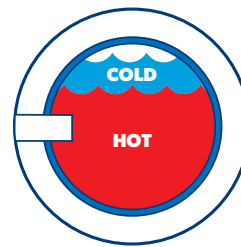
FORMULATED FOR SOFT, WHITE LINENS AND SIGNIFICANT SAVINGS

Our most innovative laundry system delivering our most superior benefits

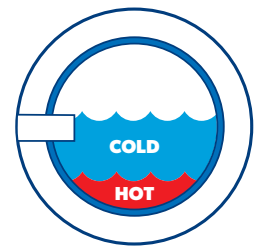
Tide® Professional Coldwater is more than a laundry detergent. It's a whole new system of clean — with four products formulated to work together for a dependable clean with less water and colder temperatures.*

- ✓ System includes detergent, fabric softener, bleach and whiteness enhancer
- ✓ Reduce linen replacement costs up to 15%* — thanks to a pH-neutral formula that keeps linen fibers stronger, longer, plus a whiteness enhancer that keeps linens white, bright and looking like new

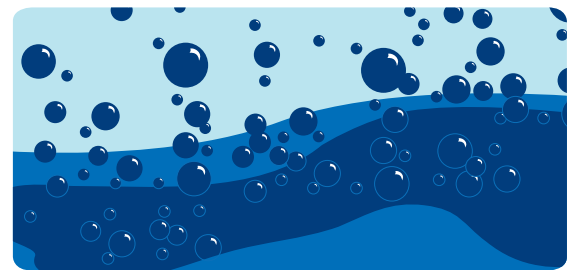
STANDARD SYSTEM



WITH TIDE® COLDWATER



Innovative wash process **reduces** the number of fills & total water used



Advanced formula uses more enzymes designed for lower wash temperatures to help break down stains in colder water*

Product lineup



TIDE® PROFESSIONAL Coldwater Detergent

- ✓ Advanced formula uses more enzymes designed for lower wash temperatures to help break down stains in colder water*



CLOROX® Bleach

- ✓ Safely eliminates residual color from stains



TIDE® PROFESSIONAL Whiteness Enhancer

- ✓ Non-bleach rinse aid that helps neutralize the dinginess that happens over time on fabrics when used in conjunction with Tide Coldwater



DOWNY® PROFESSIONAL Unscented Fabric Softener

- ✓ Provides noticeable softness without dyes or perfumes

THE COLD, HARD FACTS

ABOUT TIDE COLDWATER WASHING

LESS WATER
⊕
LOWER TEMPS
⊕
LIKE-NEW LINENS
⊖
\$8,700
IN BOTTOM-LINE SAVINGS*

HOTEL ROOM COUNT	POUNDS PER YEAR	BOTTOM LINE SAVINGS
100	300,000	\$5,800
150	450,000	\$8,700
250	800,000	\$14,500
400	1,200,000	\$23,200

Cut your washing machine gas & water
COSTS IN HALF[†]
WHEN YOU SWITCH

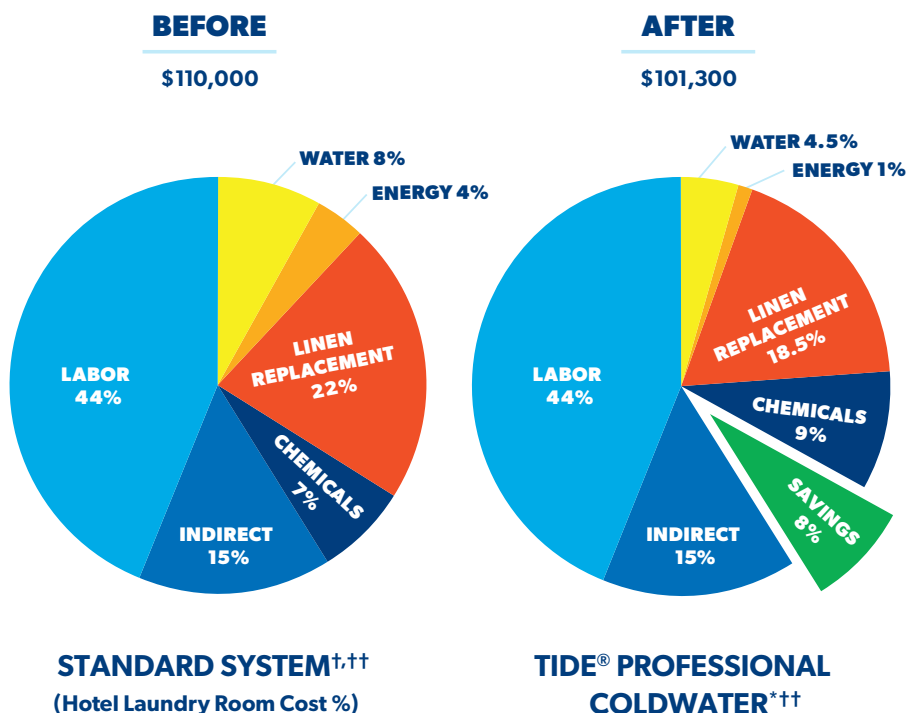
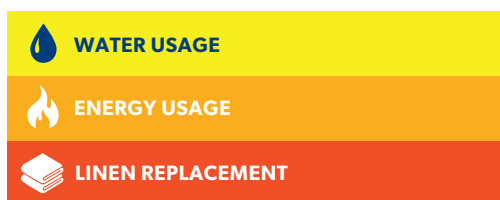


YOU CAN FILL **20** AVERAGE-SIZED POOLS A YEAR WITH THE WATER YOU SAVE**

Where your money goes

If you want to see real bottom-line savings, it's important to have a big-picture understanding of how your laundry room expenses break down. The Tide® Professional Coldwater System not only delivers results — it delivers significant savings in areas including water, energy, and linen replacement.

For **every \$1 you invest** in Tide Coldwater Professional system, **get \$3 back** in utility bill savings[†]



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P&G Professional[®]

WOW that's CLEAN

Real Customers. Real Results.

We talked with Rafael and Maria at a leading, national hotel chain in San Antonio, TX. Here's what they're saying about their Savings Switch:

Maria: *"I saw the results within two weeks! With Tide[®] Coldwater, the laundry comes out softer and whiter. Our pillowcases are white again so we can save money by not having to replace them as much as before."*

Rafael: *"In the hotel industry, you look for any kind of cost savings. With Tide[®] Coldwater, we've seen a difference in our water bill; plus, we're not using as much hot water, so we're saving on energy costs."*



24/7/365 SERVICE

The Tide[®] Professional Coldwater System is simple to use, and switching is easy too:

- Trouble-free professional installation
 - Dedicated local service consultant measured by your satisfaction, not commissioned sales
 - Automatic product portioning helps avoid mistakes—no overdosing or product contact
 - Color coding and lock-and-key connectors make refilling simple
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Contact name:

Phone number: