

# GROW YOUR BUSINESS

P&G Professional category growth model delivers category growth by driving



**MORE**  
End Users



**MORE**  
Sales



**MORE**  
Products

## More End Users

Over  
**\$200MM**  
in national brand investment



P&G media investment drives awareness and purchase interest, which helps you bring new customers to the category.

### P&G PROFESSIONAL DEDICATED MEDIA

- ✓ Streaming TV
- ✓ Podcasts
- ✓ Online video
- ✓ Streaming radio
- ✓ Influencers
- ✓ Social Media

## More Sales

**POWERFUL PRODUCTS**  
get the job done faster



Boost sales by selling superior performing products from P&G Professional's trusted brands.

- ✓ Hotel & restaurant guests prefer establishments to use cleaning brands they know and trust.†
- ✓ P&G Professional brands consistently rank among the highest for both awareness and trust.†

## More Cleaning Products

Discover our comprehensive and  
**Innovative Portfolio OF PRODUCTS**



P&G Professional offers a complete portfolio of products to tackle every cleaning job to be done.

- ✓ We continually innovate to bring new cleaning and disinfecting solutions to our end users. Microban is one of our newest technological innovations.

\*When used as directed, effective for up to 24 hours against Staphylococcus aureus & Enterobacter aerogenes bacteria. Microban 24 does not provide 24-hour residual virus protection.

Contact name:

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