Mr. Clean Magic Eraser Sheets Proposition

16/8ct

8/16ct

*"*IMPORTANT: All decisions on pricing, promotion and distribution (meaning assortment and shelving) are at the sole discretion of the retailer. P&G does not determine, agree, nor "score" the profit nor margin of customer as such. These are determined only by customer. The measurements of profit and margin in this JBP/True Scorecard are only intended to assess how customer is measuring performance of P&G products by category."*

Everyday Cleaning Solution

TOUGH

WOW

Cleaning Power

Flexibility

Right Size for Any Job

Convenience

Wet & Squeeze

Erase

Toss Away

Value

New Level of Clean

Everyday Cleaning

Driving Category Growth

*"*IMPORTANT: All decisions on pricing, promotion and distribution (meaning assortment and shelving) are at the sole discretion of the retailer. P&G does not determine, agree, nor "score" the profit nor margin of customer as such. These are determined only by customer. The measurements of profit and margin in this JBP/True Scorecard are only intended to assess how customer is measuring performance of P&G products by category."*

Business Use

It's as EASY as …

1

Wet & Squeeze

2

Erase

3

Toss

TOUGHNESS | FLEXIBILITY | CONVENIENT | VALUE

not to be shared or disclosed either externally to recipient's
to internal personne a m be nece sar i support of
blished Copyright 201 & r ihts r se e . All pricing,
the sole discretion of the retailer.

Business Use

New Level of Clean

Goodbye Sink Coffee Stains

"I thought my sink was clean until I used a Magic Eraser Sheet and saw how much shinier it was then when I cleaned with my spray. I tried Magic Eraser Sheets and WOW"

- Denise, 43

TOUGHNESS FLEXIBILITY CONVENIENCE VALUE

Confidential P&G Information – not to be copied an
business or internally other than planning/disclosin
business planning or product initiatives. Unp
promotion, shelving, and distribution decisions are