



How Moltonel Succeeded in Creating a Premium Quality New Segment in the French Toilet Paper Market



April 4, 2006
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Moltonel's "Thick, Strong and Soft" Toilet Paper Has Created a New Premium Quality Segment in The French Toilet Paper Market

Background

- Between 1980 and 2004 annual market consumption grew from 1 billion rolls to 2.7 billion rolls = + 1.7 billion rolls, fuelled primarily by a combination of population growth and increased per capita consumption
- However, over that period standard toilet paper rolls accounted for only 1.3 billion rolls of this growth
- In 1981 Georgia Pacific launched a new premium quality "thick, strong and soft" toilet paper brand – Moltonel – and over the course of the subsequent two and a half decades this new premium "thick, strong and soft" segment came to account for a quarter of the total category growth adding 400 million rolls to annual consumption



Moltonel Was An Innovative Response To A Consumer Insight



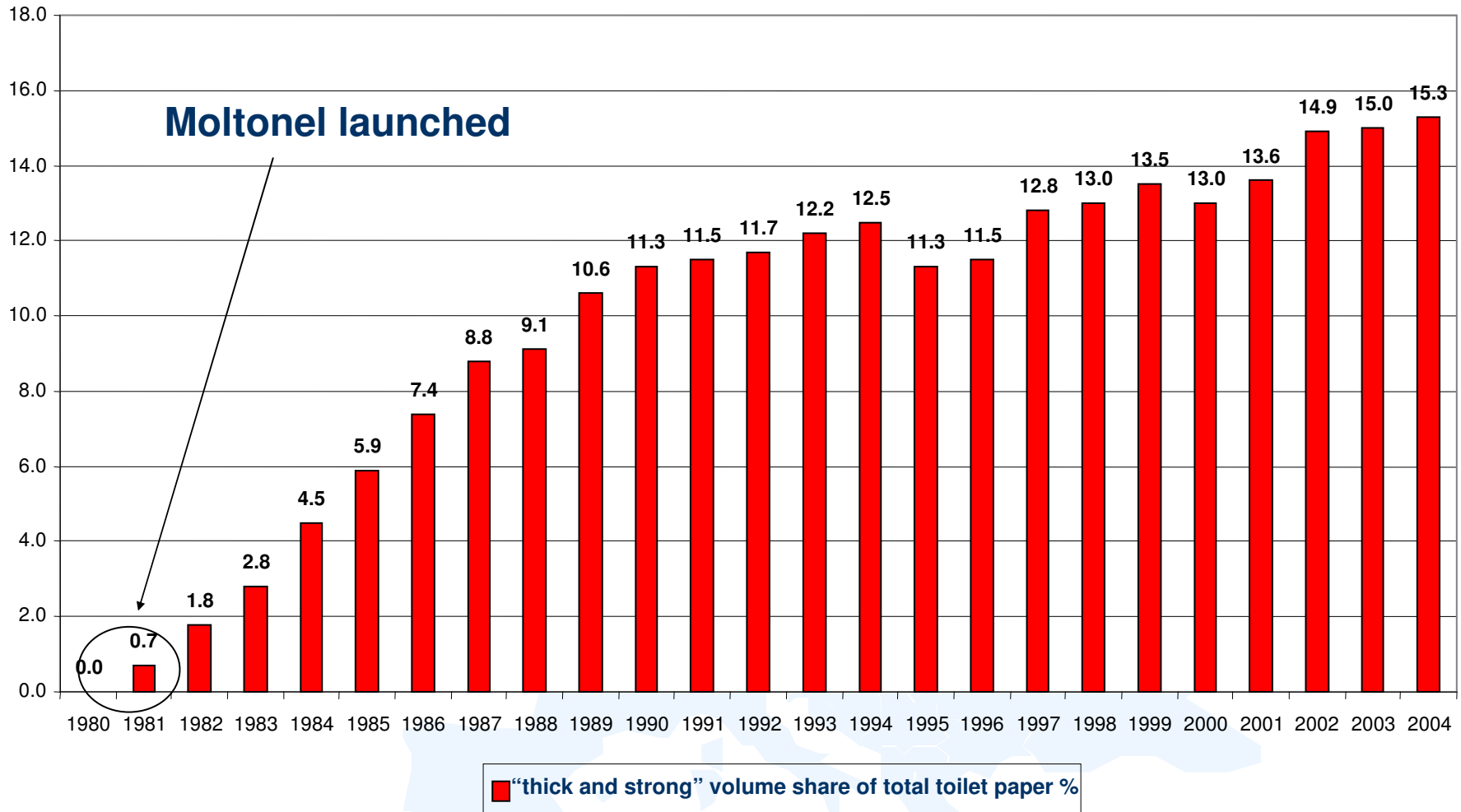
- **In 1981 French consumers could choose between:**
 - ◆ **soft, but not very strong or thick toilet paper, or**
 - ◆ **strong and thick but not at all soft toilet paper, eg crepe paper**
- **With its 1981 launch, Moltonel made it possible for the first time for consumers not to have to trade-off softness for thickness or strength**
- **Moltonel's difference lay in that it was:**
 - ◆ **the first toilet paper to consist of 3 glued plies of soft tissue to provide extra strength (twice as strong as existing products). And also..**
 - ◆ **the first embossed toilet paper to give extra thickness when compared with the existing smooth 2-ply products**

The Retail Trade Has Played A Key Role In Supporting The Development of Moltonel “Thick, Strong and Soft” Toilet Paper

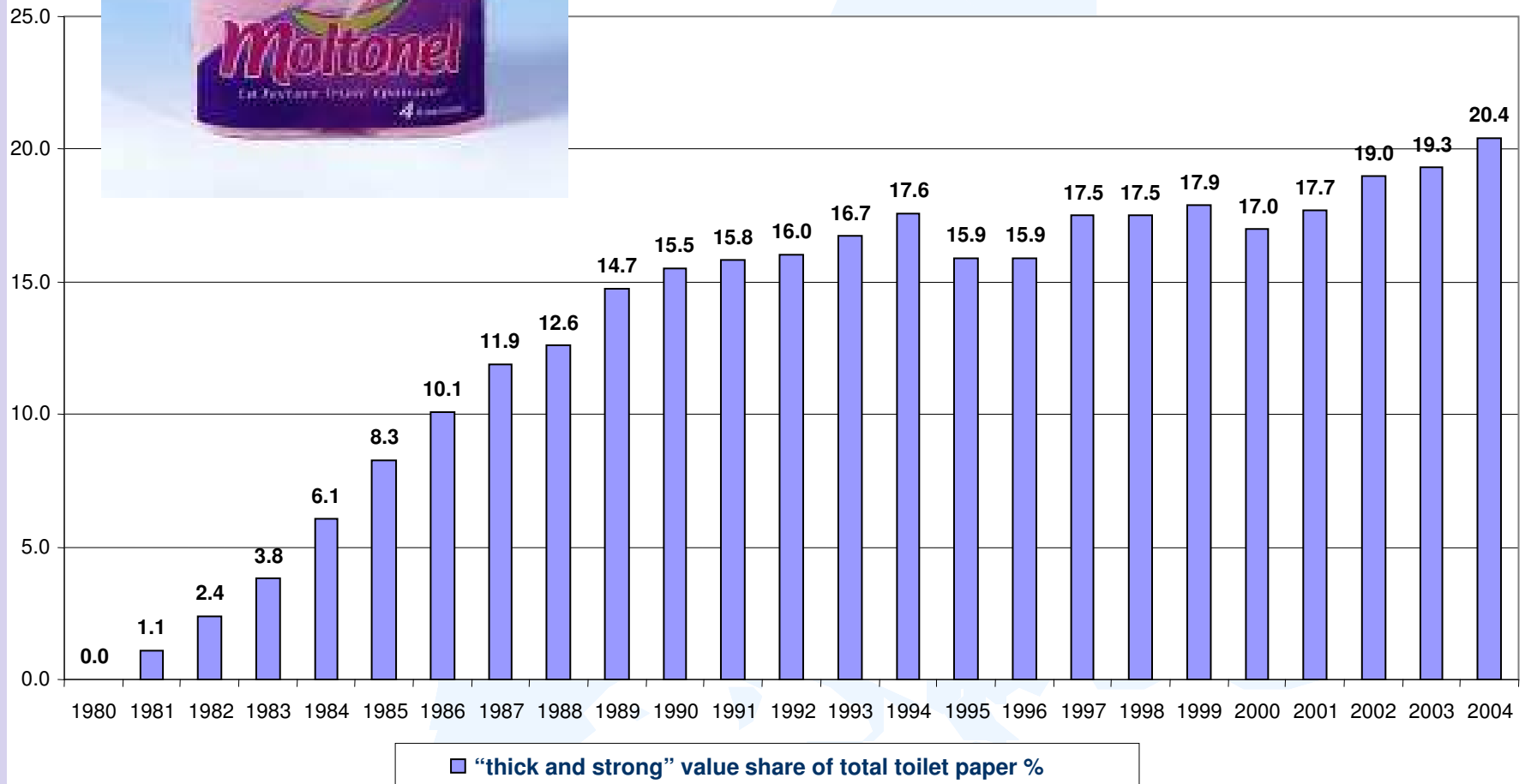
- Rapid listing at launch and where subsequent new varieties have been introduced, eg , Moltonel Interfolded and Moltonel Style
- High in-store visibility provided to the Moltonel range
- Facilitation of strong promotional support



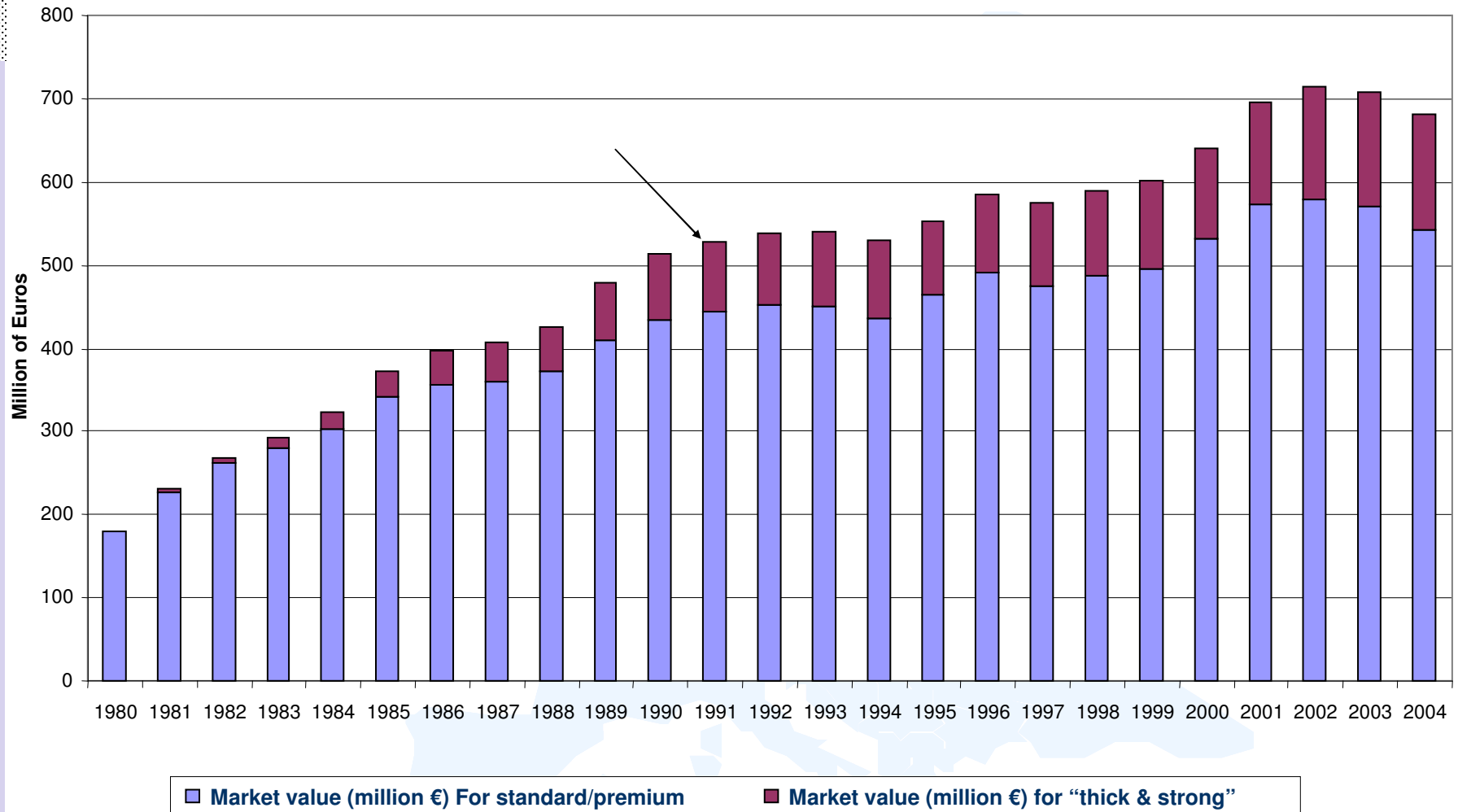
“Thick, Strong and Soft” Toilet Paper Has Grown To Represent 15% of all Rolls Consumed



Generating A Value Share of 20%



“Thick, Strong & Soft” Value Share of Total Toilet Paper



A Real Success Story In Adding Value To The French Toilet Paper Market

- The introduction of Moltonel “thick, strong and soft” toilet paper has 25 years from launch succeeded in creating a premium quality segment today representing 20% of toilet paper sales in the French market
- In 2006 the Moltonel brand still commands a 60% share of the “thick, strong and soft” segment it created

