Renova Black Case History
Renova market innovations

- Renova Brand Market know-how and “brand minded” internal culture → Market leadership and innovations

- Key Examples:
  - smoothing cream micro-droplets toilet paper
  - anti-bacterial kitchen rolls,
  - multi-coloured paper towels,
  - pocket handkerchiefs exploring the latest tendencies of the perfumery world
  - Dermatological tests performed to products,
  - Pioneer launch of moist toilet paper in Iberia
  - Renova Black.

- Renova has been awarded with an Innovation Prize, attributed by The Financial Times and Roland Berger Strategy Consultants (late 2005)

- Renova has been pursuing a breakaway strategy to stand out on the household paper products market as a serious player able to sustain a continuous flux of innovative products and solutions
The development of Renova Black Toilet Tissue

- Searching for an idea that could demonstrate the company’s preparedness for higher challenges, Renova CEO, Paulo Pereira da Silva, has introduced the idea of a black toilet paper, urging the formation of a special development task force to implement the idea.

- The idea faced internal resistance for some time, as it was difficult for some departments to envision how to produce and efficiently commercialize such a product.

- Product development took half a year, until it could produce a genuine dark black colour. The product is environmentally compliant (environmental standard ISO14001 and OSHAS 18001), reflecting Renova’s attitude towards Nature.

- First available for sale at Renova’s website and after being presented by the Nelly Rodi Agence in the “Nouveaux Riches” area of Maison&Object in Paris and latter reviewed by Radar Magazine in the US, Renova Black soon became a subject of conversation in blogs and a perfect example of what the concept “mouth to ear” truly means.
Media coverage of Renova Black T.T.

- From early October to the end of December numerous world newspapers were reviewing the product, as well as TV networks. Renova Black generated a real global wave that circled the world in less than 3 months.

- The product has been reviewed by relevant worldwide media names such as The Washington Post (US), The Sunday Morning Herald (Australia), The Toronto Star (Canada), Le Figaro (France), El Mundo (Spain), De Telegraaf (Netherlands), Der Standard (Austria), Taipei Times (Taiwan), Federal Post (Russia), Manila Times (Philippines), Evenimentul (Romania), Independent (South Africa), Le Matin (Switzerland), and others...

- Generalist media such as Fox News or The Travel Channel, Canal +, as well as more specialized publications such as Elle (in France, Belgium and Russia!) or The Beaux Art Magazine, Agenda Inc. or Tissue World Magazine have covered the product with interest.

- The Sidney Morning Herald said: “It took seven centuries but it’s finally here: luxury paper”. And The Washington Post: “We have now seen the lengths to which people will go indisputably chic”.
“Improbable achievements” of an “improbable product”

- This wave was generated almost uniquely by a process of “mouth to ear”, the idea itself being the most critical success factor.
- This shows evidence that truly creative products or ideas can spread faster in the global community per se, even without the help of huge advertising investments!
- This improbable product achieved the improbable fact to establish a worldwide small community of consumers sometimes willing to pay more for its transport than for the product itself.
- Renova Black has increased 5 fold the hit rate of Company website.
- Renova Black is directed at a niche market. But it has achieved more awareness than many core business consumer products.
- Renova Black became overnight the most important worldwide symbol of Renova brand.
- Renova Black. Why not?
Some updated facts and figures:

- Presence in the top target Spanish retail chain *El Corte Ingles*
- Presence in the top target French retail chain *Monoprix*
- Presence in the Madrid up-target boutiques *Galerias Vinçon*
- Presence in the Paris up-target boutiques *Bath Bazar*
- Participation in the launch of Quintessentially VIP event in Oslo, Norway
Display examples: