

# Ezee

EASY TO CLEAN . EASY TO SHINE

## Product Catalogue

### Our Company

Company of the Year Productivity and Quality by KIM 2015

19<sup>th</sup> Fastest growing Company by KPMG 2014

7<sup>th</sup> fastest growing Company by KPMG 2013

### Our Products

From Household Cleaners to laundry & Aircare, Ezee has it all.

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KILLS

99%

GERMS



# Ezee

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[www.ezee cares.com](http://www.ezee cares.com)

## Dishwashing Paste

ONE SMEAR  
ALL CLEAR

One Smear of Ezee Dishwashing Paste works as a great grease cutter, which cuts through stubborn grease and burnt food particles killing 99% germs.

### Positioning

To the people who love sparkling dishes, cutlery and utensils .Ezee dishwashing paste has a superior antibacterial formula that strips off the toughest food stains and cuts through the grease from all of your dishes, glasses, pots, pans and cutlery leaving them fresh and sparkling.

### Target market

- Adults aged 18+
- Consumers that make the household purchase decision.
- Consumers that take pride in their family and wants the best for their family

### Category

Household Cleaners.

### Sizes

250g, 500g, 800g

### Variants

Sparkling Lime, Sparkling Lemon

### Usage

Highly effective cleaning of dishes. Cuts through grease.

### Benefits

It kills 99% germs on dishes Economic usage, contains skin protection agents, easily rinsed, and especially suited for use by hand.



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## Dishwashing Gel

ONE DROP  
DOES ALOT

One Drop of Ezee Dishwashing Gel does a lot in leaving your dishes sparkling clean  
Ezee Dishwashing gel leaves your dishes, cutlery, glasses and utensils sparkling clean giving you value for money.

### Positioning

To the people who love sparkling dishes, cutlery and utensils Ezee Dishwashing gel has been formulated to leave your dishes, cutlery, glasses and utensils sparkling clean. ONE DROP DOES ALOT

### Category

Household Cleaners.

### Target market

- Adults aged 18+
- Consumers that make the household purchase decision.
- Consumers that takes pride in their family and wants the best for their family

### Size

500ml, 800ml.

### Variants

Sparkling Lime, Sparkling Lemon

### Usage

Dishwashing Gel is primarily used to clean dishes. and is primarily used for hand washing of glasses, plates, cutlery, and cooking utensils in a sink or bowl. Consumers also use dishwashing liquid to clean solid surfaces, like floors and windows.

### Benefits

It is approved to kill 99% germs on dishes and is economical with a highly-foaming mixture of surfactants with low skin irritation that cuts through tough grease and grime.



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## Toilet Cleaner

PLEASANT FRAGRANCE  
WITH SHINE

Ezee Toilet Cleaner is an easy to use product that helps to clean your bowl day and night with a pleasant fragrance all day long, it even sanitizes to kill 99% of bacteria.

### Positioning

For people who require regular cleaning with a high quality affordable product which will keep your toilet protected from germs for longer. Ezee Toilet Cleaner offers particularly powerful and effective cleaning and disinfection

### Target market

- Adults aged 18+
- Consumers that make the household purchase decision.
- Consumers that takes pride in their family and wants the best for their family

### Category

Household Cleaner

### Size

500ml, 1lt

### Variants

Lemon Power, Ocean Power

### Usage

Used to clean and remove odors from toilets.

### Benefits

Kills 99% Germs, Removes stubborn stains, Removes Limescale, Pleasant fragrance with shine



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## Regular Bleach

SUPER WHITENING  
FORMULATION

Ezee Bleach Regular delivers on cleaning performance and offers good value for money. Ezee Regular-Bleach packs the whitening and dirt-fighting power you demand, all in an easy-to-use package. Plus it disinfects to kill 99.9% of germs and bacteria.

### Positioning

For people in need of an affordable solution for multiple cleaning needs, Ezee Regular Bleach is effective at removing stains & soils on clothing, but mild enough to use on skin.

### Target market

- Adults aged 18+
- Consumers that make the household purchase decision.
- Consumers that takes pride in their family and wants the best for their family

### Category

Laundry/Household Cleaners

### Sizes

500ml, 1Lt, 2Lt, 5Lt

### Usage

Stain/soil removal and whitening of garments. It also is the only disinfecting bleach and can be used around the house to clean and disinfect a wide variety of surfaces and problems.

### Benefits

Ability to kill 99% of household germs therefore is an effective way to disinfect your household, when mixed with water in the proper amounts, Brightens, Removes Stains with a super whitening formulation



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## Bleach Colors

SUPER BRIGHTENING  
FORMULATION

Ezee Colors is a Stain Remover & Color Booster developed to be safely used on colored clothing.

### Positioning

Ezee Colors is a cleaning agent that can be particularly effective in tackling stains and brightening clothes in the laundry, safe to use for a variety of tasks.

### Target market

- Adults aged 18+
- Consumers that make the household purchase decision.
- Consumers that takes pride in their family and wants the best for their family

### Category

Household Cleaner/Laundry

### Sizes

500ml, 1Lt, 2Lt, 5Lt

### Usage

Ezee is best for tackling organic stains on clothing, such as food and drink, grass, dirt, and bodily fluids.

### Benefits

Is safer to use on coloured fabrics, kills 99%Germs, Brightens Removes stains, Gentle on Fabrics



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## Scouring Powder

SUPER CONCENTRATE  
ALL PURPOSE CLEANER

Ezee Scouring Powder is suitable cleaner for just about any surface in a home or outdoors.

### Positioning

Affordable cleaning solution for multiple uses

### Target market

Adults aged 18+

Consumers that make the household purchase decision.

Consumers that takes pride in their family and wants the best for their family

### Category

Multipurpose Household Cleaner

### Sizes

500g, 1Kg

### Variants

Citrus Splash

### Usage

used for cleaning bathtubs, tiles, sinks and metal surfaces in kitchens, bathrooms or elsewhere. It works when attempting to remove stains and grease from hard surfaces, and works in absorbing moisture as well. Scouring powder is also effective in giving a whitening effect to old surfaces, especially porcelain and metals like copper, brass and steel.

### Benefits

Kills 99% germs, super concentrate all-purpose cleaner, with chlorine as bleaching agent and removes stubborn stains and grease



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## All Purpose Washing Up Liquid

99 USES

Great for effective, efficient household cleaning. That can be used for multiple cleaning needs – from laundry, to dishes & floors, to personal care with anti-bacterial agent to kill 99% germs

### Positioning

is designed to be used on many different surfaces and for a variety of cleaning tasks around the house and kills 99% germs.

### Target market

- Adults aged 18+
- Consumers that make the household purchase decision.
- Consumers that takes pride in their family and wants the best for their family

### Category

Multipurpose Household cleaners

### Sizes

500ml, 1Lt, 5Lt

### Variants

Citrus Splash

### Usage

Used for multiple purposes for laundry, bathrooms in the kitchen (dishes & floors) and for personal care (body & hair), household floors, carwash, garage floors, factories, machine parts. Visit [www.ezee cares.com](http://www.ezee cares.com) for 99 uses.

### Benefits

Kills 99% germs, good value for your money, super concentrate and gentle on hands.



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## Product Descriptions

BARCODE	ITEM DESCRIPTION	SIZE	VARIANT	UNITS PER CARTON
6161103015170	EZEE DISH WASHING GEL	500ML	SPARKLING LEMON	1X24
6161103015187	EZEE DISH WASHING GEL	500ML	SPARKLING LIME	1X12
6161103015194	EZEE DISH WASHING GEL	800ML	SPARKLING LEMON	1X24
6161103015200	EZEE DISH WASHING GEL	800ML	SPARKLING LIME	1X12
6161103015330	EZEE DISHWASHING PASTE	250G	SPARKLING LEMON	1X24
6161103015378	EZEE DISHWASHING PASTE	500G	SPARKLING LEMON	1X24
6161103015385	EZEE DISHWASHING PASTE	800G	SPARKLING LEMON	1X12
6161103015361	EZEE DISHWASHING PASTE	250G	SPARKLING LIME	1X24
6161103015378	EZEE DISHWASHING PASTE	500G	SPARKLING LIME	1X24
6161103015385	EZEE DISHWASHING PASTE	800G	SPARKLING LIME	1X12
6161103015217	EZEE TOILET CLEANER	500ML	OCEAN POWER	1X24
6161103015224	EZEE TOILET CLEANER	500ML	LEMON POWER	1X24
6161103015231	EZEE TOILET CLEANER	1L	OCEAN POWER	1X12
6161103015248	EZEE TOILET CLEANER	1L	LEMON POWER	1X12
6161103015255	EZEE SCOURING POWDER	500G	LEMON	1X24
6161103015262	EZEE SCOURING POWDER	1KG	LEMON	1X12
6161103015408	EZEE ALL PURPOSE WASHING UP LIQUID	500ML	CITRUS SPLASH	1X24
6161103015279	EZEE ALL PURPOSE WASHING UP LIQUID	1L	CITRUS SPLASH	1X12
6161103015286	EZEE ALL PURPOSE WASHING UP LIQUID	5L	LEMON SPASH	1X4
6161103015415	EZEE LIQUID BLEACH	500ML	REGULAR	1X24
6161103015422	EZEE LIQUID BLEACH	1LT	REGULAR	1X12
6161103015293	EZEE LIQUID BLEACH	2L	REGULAR	1X6
6161103015309	EZEE LIQUID BLEACH	5L	REGULAR	1X4
6161103015439	EZEE COLORS	500ML	COLOURS	1X24
6161103015446	EZEE COLORS	1LT	COLOURS	1X12
6161103015316	EZEE COLORS	2L	COLOURS	1X6
6161103015323	EZEE COLORS	5L	COLOURS	1X4

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