

KILLS

99%

GERMS



Ezee

EASY TO CLEAN . EASY TO SHINE

www.ezeecares.com

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

