Away-From-Home Market Presents Opportunities for P&G

Release Date:
Thursday, June 14, 2007 7:00 am EDT

Terms:
P&G Corporate Announcements

Dateline City:
CINCINNATI

Procter & Gamble Professional(TM) crafts custom programs for customers

When people think of Procter & Gamble (NYSE: PG), their thoughts usually turn to products like Tide(R), Folgers(R) or Dawn(R) that touch their lives at home. P&G also touches consumers when they are away from home with customized versions of these same brands to help businesses improve employee satisfaction and productivity. Procter & Gamble Professional is the division of the $68 billion company responsible for providing complete solutions to meet the needs of the away-from-home market -- in places like hotels, schools, restaurants and convenient stores.

The away from home market appeals to P&G. Sales in the United States of janitorial and housekeeping cleaning products reached $3.2 billion in 2006, according to market research firm Kline & Co. Sales of foodservice cleaning products hit $1.8 billion, and laundry services reached $850 million. According to the 2006 National Coffee Drinking Trends study conducted by the National Coffee Association, 57 percent of people age 18-24 drink coffee away from home every day.

"We find the size and scope of the professional markets impressive and believe the skills we have acquired over the years serving consumers at home are relevant to the away-from-home markets," said Norb Mayrhofer, vice president North America for P&G Professional. "The market touches each one of us when we dine at a restaurant, sleep in a hotel, visit a convenience store or walk into an office building, so we see our business as being able to extend on our corporate mission to improve lives - we just do it away from home."

The employees of P&G Professional believe they are able to serve the away from home market by extending the reach of the consumer brands professionals know and trust in their own homes.

"Providing branded products people know and trust has very distinct advantages for the professional market," Mayrhofer said. "Our cleaning products work well under the tough demands of the professional user. These products are well known and that knowledge can decrease both training time and the likelihood of product misuse. Our hot beverage brands, Folgers and Millstone, are well known consumer favorites. That awareness builds business for the restaurants and convenience stores that feature them."

The P&G Professional program extends well beyond providing products. P&G researchers regularly immerse themselves in the day-to-day operations of customer businesses to find ways to maximize operational efficiency and develop products around emerging needs.

"We spend time cleaning kitchens in foodservice establishments, stripping and refinishing floors, and doing loads of laundry to learn exactly what our customers need," said Ed Offshack, associate director, global technology development for P&G. "This focus helps us offer more than products. We offer complete cleaning solutions."

Patrick Probst, brand manager for P&G Professional coffee, said, "We bring a holistic solution with the brands, service, equipment and training our customers need. Our totally integrated hot beverage program is designed to help retailers grow their business."

In addition to branded products, P&G Professional created P&G Pro Line(TM) products, which include floor finish, carpet care and specialty cleaning products. With P&G Pro Line and trusted brands like Tide(R), Mr. Clean(R), Folgers(R), Spic and Span(R) and Comet(R), P&G Professional is serving convenience stores, foodservice establishments, hotels, office buildings, schools and other facilities across the United States.

"Many people trust P&G products in their homes," Offshack said. "Now we give them the opportunity to benefit from our product technologies when they are away from home."

About P&G (NYSE: PG):

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers(R), Tide(R), Ariel(R), Always(R), Whisper(R), Pantene(R), Mach3(R), Bounty(R), Dawn(R), Pringles(R), Folgers(R), Charmin(R), Downy(R), Lenor(R), Iams(R), Crest(R), Oral-B(R), Actonel(R), Duracell(R), Olay(R), Head & Shoulders(R), Well(R), Gillette(R), and Braun(R). The P&G community consists of almost 135,000
employees working in over 80 countries worldwide. Please visit http://www.pg.com for the latest news and in-depth information about P&G and its brands.

**Language:**
English

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**Ticker Slug:**
*Ticker: PG*
*Exchange: NYSE*

**Source URL:** https://news.pg.com/press-release/pg-corporate-announcements/away-home-market-presents-opportunities-pg