

# **Laundry Pre-Treater Product or Devices Search**

## **(Non-Confidential Search)**

We are looking for simple market ready devices, delivery systems, packages, and/or cleaning articles, requiring limited development that can be used for cleaning of stains on garments via pre-treatment prior to laundering.

This project is at the search stage. Our interest is to find existing “products” that are close to our requirements. Following initial assessments from the submitted information, we would request a small supply of the “product” to allow for actual usage and a functional assessment. Following initial assessments we will seek supply of those “products” we consider most promising for further evaluation (i.e., for consumer research). Longer term, we would consider a licensing agreement or a supply agreement for potential commercialization

### **Description of the Need:**

We are searching for a “product” (where said “product” is defined to include existing devices, packages, delivery systems, or cleaning articles) to treat stains on garments, where the primary cleaning from the “product” (or dispensed cleaning formulation) takes place in a washing machine. The “product” should provide a unique / fun / different approach to stain cleaning or a particularly advantageous result, when compared to known pre-treaters.

The “product” could provide a complete solution on its own (i.e., device that dispenses or applies its own formulation for cleaning) or may be provided only as a dispenser, applicator, or delivery system for a separate formulation. It should be simple to use and intuitive for a typical residential household setting. It should be easy to handle and engaging to make cleaning of garments more effective, faster, and easier than alternative methods.

We have a very thorough knowledge of products and packages that are marketed in the current global fabric care pre-treatment category, and as such, we are not looking to learn more about these. We are specifically looking for new and different approaches or non-obvious connections that may be reapplied from totally different categories to meet our needs.

### **What We Are Looking For:**

#### **Must Have's**

- Market ready solutions requiring limited development. This could be a complete stain cleaning system (device and product), a cleaning article, or simply a dispenser device that can be used to treat garments with a separate cleaning formulation.
- The “product” should allow for pre-treatment of common stains (food, greases, grass, etc.) on garments for better stain removal, prior to washing (immediately prior or hours to days prior) in a washing machine.
- The “product” should be applicable and safe to use with a wide variety of common consumer fabric types
- The “product” should be developed to at least the working prototype level. We would request a photo and specifications of the device either already in market, or in development for market.
- The “product” should be protected by some type of intellectual property, patent filing, etc. or have proprietary potential (for practice in typical consumer market channels)

#### **Desirable Properties**

- A “product” that would allow or encourage use at a variety of locations in the home. This might include treatment in the wash room at the washing machine, or might also include application at the time a consumer removes a garment (i.e., at the hamper) for washing at a later time
- Prefer a non-powered device. Solutions using liquid pressurization, aerosolizing, or even small disposable batteries will be considered.
- If a device is provided, it should preferably allow more than one use .
- The “product” should be intuitive to use and easy to handle/hold by one individual, preferably in one hand.

#### **What We Are **Not** Looking For:**

- Conceptual solutions that do not have technical requirements
- Conceptual solutions or product ideas with no IP protection
- Pre-treat products or dispensers that are considered typical or the same as common pre-treat products (e.g., trigger spray bottles with liquid cleanser)
- A device that only a trained/qualified person could use.
- A device that is cumbersome to use or requires an external power source (beyond the capability of disposable batteries)

## **ATTACHMENT**

If you have products, cleaning articles, packages, delivery systems, or devices you think comply with the need reviewed above we would like to hear from you. The more information in response to the questions below you can provide the more accurately and speedily we can assess our interest.

**Please only share information you are happy to share at this stage on a non confidential basis.**

### **General**

1. What is the name of your company?
2. Do you have similar product(s) in the market?
3. Has the technology/product been submitted to P&G previously? If so when?

### **Specifics**

#### **Description of Article, Product, or Device**

1. Please describe briefly the “product”, technology, article, or device you are submitting
2. What is the understood mechanism of action for it to be effective?
3. Has the “product” been assessed under real use conditions?
4. Are there any pending human or environmental safety issues associated with the product?

#### **Cleaning Performance**

1. Has the “product” or dispenser been used in any other cleaning applications?
2. Do you have any tests of dispensing or cleaning efficacy you can share?
  - a. Were these run at recommended use concentrations?

#### **Patents**

1. What is the patent status of the article, product, device, or key technology elements in the product?
2. Are these patents owned by yourself or another company?
3. Are you currently licensing the use of the technology to any other companies for application?

#### **Packaging**

1. What materials is the article/product packed in?
2. Do the products require any warning labels?

#### **Next Steps**

1. If we are interested in following up further – would you be willing to supply samples for our internal testing?
  - a. How much could be supplied on what lead time?
  - b. Would you require non analysis agreement before releasing the product for our internal testing?

Many thanks for taking the time to help us with these enquiries. We look forward to receiving a response as outlined above.