

# Toilet Tissue & Kitchen Roll Fact Sheet

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## REMARKABLE SELLING

THAT ALWAYS CREATES A SPARK

### PAPER KEY FACT SHEET

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**OVERVIEW**  
This fact sheet has the key information to support the teams on the shop floor and share amazing facts about our new range.

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**WHAT'S NEW WITH OUR PAPER RANGE?**

1. The complete range has been reviewed and from September, we will have **10** New lines on toilet roll and **5** new lines kitchen roll, including our favourite festive Christmas toilet roll and kitchen roll for the season.
2. Listening to our customers, we have made sure we have a great quality & value. We will have **Remarksable** offer as well as **Bigger Pack Better Value** choices and more 9 packs in toilet tissue.
3. All toilet tissue and kitchen roll will now be **triple layered for strength**, including Remarksable, as well as containing **15% recycled content**, meaning we use less trees to make our paper, without any compromise to quality. All our paper continues to be FSC certified as standard.
4. All our better tier toilet roll has quality improved to be **luxuriously soft** and is designed with a **unique M&S emboss** to create our **softest, thickest paper yet**. And whilst our Remarksable toilet tissue doesn't carry the unique emboss it is still super soft and has more sheets than any other roll in the range.
5. All our kitchen roll has been quality improved to be **super strong and more absorbent than ever**, and now there will be **100 sheets on every roll**, so more paper in every pack.
6. Plus, all our outer packaging will now contain **30% recycled content**, which can be recycled in stores.
7. All branded paper will be removed by January 23 because we are so proud of our new range.


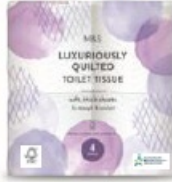
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<p><b>WHEN ARE THEY LAUNCHING?</b> We have 2 big launch windows:</p> <ol style="list-style-type: none"> <li>1) September Space change – 8<sup>th</sup> Sept</li> <li>2) January Space change – Jan 23</li> <li>3) Removal of all Branded Paper – Jan '23</li> </ol>	<p><b>KEY MESSAGES</b></p> <ol style="list-style-type: none"> <li>1) Our softness, strength &amp; absorbency will be best in class</li> <li>2) Our quality will match brand leaders with outstanding efficacy</li> <li>3) We will be the first paper range with a minimum recycled paper content</li> </ol>
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**SEPTEMBER LAUNCHES – A REMINDER!**  
This is what customers will see...


**Toilet tissue...now featuring the bowel cancer charity logo and symptoms on front and side of pack**









ALSO NEW THIS YEAR

**Kitchen towel – Spring Meadow will launch in Jan 23 (replace Xmas Kitchen roll)**



**Facial tissues – 3 new products coming in January 2023**




PAPER KEY FACT SHEET

Product range

Please see below the new range, make sure they are looking their best on the shop floor at all times.

Toilet Roll		
UPC	Product name	Comments
29282739	Soft Toilet Tissue x4	Remarkable value
29282753	Spring Meadow Decorated Toilet Tissue x4	Decorated
29283804	Christmas Toilet Tissue x4	Seasonal Decorated
29282708	Luxuriously Quilted Toilet Tissue x4	M & S Embossed
29282692	Soothing Aloe Vera Toilet Tissue x4	M & S Embossed
29282746	Delicately Scented Toilet Tissue x4	M & S Embossed
29282784	Delicately Scented Toilet Tissue x9	BPBV, M & S Embossed
29282715	Soothing Aloe Vera Toilet Tissue x9	BPBV, M & S Embossed
29282722	Luxuriously Quilted Toilet Tissue x9	BPBV, M & S Embossed
29282777	Luxuriously Quilted Toilet Tissue x 16	BPBV, M & S Embossed
Kitchen Roll		
UPC	Product name	Comments
29282869	Absorbent Kitchen Towels x2	
29282807	Ultra Absorbent Kitchen Towels x2	
29282883	Christmas Ultra Absorbent Kitchen Towels	Seasonal Decorated
29282760	The BIG Roll Ultra Absorbent Kitchen Towels	
29282791	Ultra Absorbent Kitchen Towels Multipack	BPBV

KEY QUESTIONS CUSTOMERS MAY ASK

- **Why can I not find a 100% recycled toilet tissue or kitchen roll?**

We have currently removed these from the range as we have now included recycled paper content in all our toilet tissue and kitchen roll so that we cut down less trees and do not compromise on quality. We will be monitoring sales carefully and if we feel we need to reverse the decision to remove this product then we will do so as quickly as possible.

- **Why has the price of kitchen roll gone up?**

Previously our kitchen roll had 50 sheets per roll so 100 sheets per pack and sold for £1.50. We have taken the decision to increase this to 100 sheets on every roll so 200 sheets per pack and will be sold for £2.50, this is to ensure we are aligned with the market and customers are getting value they can trust, hence it is now bigger pack better value.

HOW CAN YOU MAKE A DIFFERENCE AND DRIVE CATEGORY SALES?

For every 1% point increase in Food hall basket penetration, this equals to incremental £10m sales and 5m in volume growth in paper