

Nice-Pak International

# Creating convenient hygiene

**DETAILS**


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**KEY CONTACTS**

Ian Anderson  
Commercial Director

**KEY BRANDS**

Sani Hands  
Sani Surface

 Sani Hands was the leading hand wipe during the coronavirus pandemic<sup>1</sup>, according to Nice-Pak International. And, as lockdown restrictions continue to ease, it remains the UK's number one hand wipe, accounting for 30% of the market<sup>2</sup>.

“Covid-19 has advanced the appeal of hand wipes to a new, more ‘mainstream’ group of shoppers,” says Ian Anderson, commercial director at Nice-Pak. “Sani Hands acts as a ‘gateway’ brand, attracting more family shoppers who buy wipes for hygiene reasons.

**Brand support**

“Our major stockists include Tesco, Sainsbury’s, Asda, Waitrose, Ocado, Amazon and Costco,” he adds. “We have been working closely with these retailers to support the brand and raise awareness of the importance of hand hygiene, using mechanics including in-store point-of-sale (POS), digital advertising, and price promotions.

“At the beginning of 2021, we relaunched our website – [sanihands.co.uk](http://sanihands.co.uk) – which now features a Hygiene Hub, a place where we can share the latest news, guides, hints and tips all in one place to help keep consumers safe. We have also placed features in both national and trade press.

**Innovation/NPD – Sani Surface**

“Responding to consumers’ heightened need for hygiene not just on the skin but on surfaces both in and away from the home, has resulted in the launch of a new pocket pack of Sani Surface, our anti-bacterial cleaning wipe,” reveals Anderson.

“It kills 99.99% of bacteria, including E.coli, salmonella and MRSA, and



**Nice-Pak anticipates that demand for convenient hygiene will continue to expand”**

provides up to 24 hours’ protection. We commissioned research at the start of the second-wave of the coronavirus pandemic, which found that 98% of shoppers are concerned about bacteria and viruses on surfaces when out and about.

“Sani Surface is aimed at people seeking an effective and efficient method of cleaning surfaces whilst away from home.”

**The year ahead**

As consumers begin to enjoy new freedoms, Nice-Pak anticipates demand for convenient hygiene will continue to expand.

“Leading medical experts and consumer intelligence sources predict that protective behaviours, such as maintaining good hand hygiene, will continue to be widespread as exposure to viruses will always exist,” says Anderson. “Our products provide individuals and families with convenient hygiene solutions wherever they are, to help keep them safe.”

**Source**

<sup>1</sup> Kantar, Wipes data, 52 w/e 29.11.20  
<sup>2</sup> Kantar, Wipes data, 52 w/e 21.03.21



# Go Safe with Sani- For hands & surfaces



The UK's  
#1 brand  
in hand wipes\*\*



NEW  
Surface  
mini packs

Handy packs for **on-the-go** peace of mind



For more information email: [hello@sanihands.co.uk](mailto:hello@sanihands.co.uk) or visit our website at: [www.sanihands.co.uk](http://www.sanihands.co.uk)

Sani Hands - Kills viruses\* Effective against enveloped viruses. Sani Surface - Flu Virus\* H7N9 strain. \*\*Source: Kantar 52w/e wipes data to 21 March 2021

