

Beep

Disinfectant Spray



BEEP Disinfectant spray is the newest addition to the BEEP family. The BEEP brand has been around for years and is predominantly known for its dish washing liquid and fabric softener.

This product was conceptualized because we saw a need for it in the market. This particular category is dominated by Lysol and because of this; Lysol can afford to sell at an expensive price since there was no threat/competition.

We want to offer the consumer value for their money.

The target market for this product is the purchasers in the household, with emphasis on females.

The benefits of this product are:

- Attractive Packaging
- Value for money
- Aerosol disinfectant is more convenient to use than the liquid disinfectants
- Can be used on a variety of surfaces
- Very competitive [in price] against the leading brand in its category

This product is composed mainly of ethanol, an active used for killing various germs, bacteria and fungi. It kills 99.9% of germs in less than 60 seconds and can be used on a variety of surfaces; glass, stainless steel, perspex, glazed & unglazed tiles and laminates. It can also be used in a range of places; in the home or office; garbage cans, door knobs, telephones, kitchen and bathroom surfaces as well as work stations.

Diseases caused by germs and bacteria the product protects against are:

Escherichia Coli [E Coli] – causes of food poisoning and is found on contaminated counter tops and other surfaces where food is prepared. It is also found on toilet bowls.

Salmonella enteritidis – causes salmonella poisoning and is found on contaminated counter tops and other surfaces where food is prepared. It is also found on refrigerator surfaces, floors and sinks.

Campylobacter jejuni – causes gastroenteritis and is found on contaminated surfaces where food is prepared. Also found on surfaces that you allow your pet to go on, can be transferred from animals to humans.

Serratia marcescens – is found in damp areas in bathrooms e.g. toilets and causes urinary tract infections

Listeria monocytogenes – causes gastrointestinal tracts. It is found in contaminated food surfaces.

Aspergillus niger – is a component of mildew and is found on damp surfaces; bathroom tiles, sinks, toilets etc...

Staphylococcus aureus – This bacteria gets on the skin and irritate it and may cause skin infections, pimples, boils. If breathed in may cause pneumonia and meningitis. Pneumonia affects persons with underlying lung diseases and can be fatal. This bacteria enters the body through breakages in skin e.g. bruises, cuts. It may cause food poisoning also, if food is contaminated by dirty surfaces e.g. cutting boards & counter tops.

Pseudomonas aeruginosa – This bacteria is found on all surfaces and normally does not affect healthy people but if your immune system is compromised then you are susceptible to bacterial infection and can be fatal since it is resistant to most anti-bacterial medications. It is mostly found on hospital equipment.

BEEP Disinfectant spray is available island wide and is available in three fragrances; Original, Fresh Air and Island Breeze.

Want Value? Smart choice!

Choose... **Beep**