



**MR.BLACK**  
GARMENT ESSENTIALS

**RETAIL PACK UK**

## ▼ About Mr Black

There are many treatments used by denim manufacturers from around the globe to create an authentic look and feel to denim jeans.

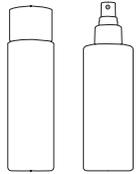
Leading denim manufacturers recommend raw and dry denim not to be washed for up to six months, and minimum washing from then on. This allows the denim to develop an individual character, and with non-frequent washing it will acquire a fabulous natural look.

Specifically formulated, Mr. Black's care range of product shares the same ethos, and has created unique formulas to prolong unwashed jeans. Mr. Black's concept is simple, and based around one fundamental idea, caring for your denim.

▼ Bread and Butter Berlin 2012



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**Products**



**Denim Wash**

デニム洗淨  
Lavage Denim

When it comes time to washing your jeans, Mr. Black's unique enzyme free wash, is specifically formulated to clean and help maintain the original color intensity of your dry denim and pre wash jeans.

This highly concentrated denim soft wash offers unsurpassed cleaning action whilst minimizing fading, shrinkage or stretching.

**Denim Refresh**

デニムリフレッシュ  
Rafraîchissement Denim

An all-in-one product designed to clean and refresh, that prevents stains from settling in your denim.

Denim refresh gets to the root of the problem by attacking down the oils, surface dirt and bacteria that causes the odors in the first place. Using denim refresh extends the life of your denim by extending the time between washing and dry-cleaning.



WWW.MR-BLACKS.COM



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**Key Sales Points**

**Some quick facts about Mr. Black's products**

- \_Made from natural and biodegradable ingredients
- \_Made 100% in Australia
- \_Manufactured to international standards -ISO 9001
- \_Formulas passed by international regulatory bodies
- \_Innovative design of high quality and durability
- \_Easy online re-ordering system
- \_Our approach is to design products that are easy for our distributors and stores to on-sell

**Your Benefits**

- \_A new exciting brand
- \_Weekly turnover of capital in product, rather than seasonally
- \_The product range never needs to go on sale.
- \_You only need to keep two SKU lines
- \_We're not replacing or competing with any other product
- \_Maximum exposure with minimum shelf space
- \_An attractive and unique packaging supported with point of sale stand
- \_A simple and effective up-selling opportunity

Mode Fabrik



▼  
**Pricing**

Our global pricing for both Mr. Black Denim Wash and Mr. Black Denim Refresh will be €16.95. This is a fixed RRP globally.

We will demonstrate backwards how margins work

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<b>RRP</b>	<b>£13.50</b>
<b>Retail Margin</b>	<b>£5.35 (Retailer has 2.5x)</b>

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## ▼ Marketing

On the following pages you will see the Mr-Blacks marketing assets. These have been developed to help you promote Denim Wash and Denim Refresh in your region.

Mr Blacks has an internal design department. Where specific materials are needed to help you support the sales in your region, please make a request via email with an outline of what's required and the timelines to work to. Print ready PDF artwork will be sent to you to produce your materials.

Please note: You should allow about 8-10 working days from your request to receive final artwork.

The key to selling Mr Blacks range is for sales assistants to have a clear understanding of the product, and ensuring that they up-sell the product with every single denim sale translation.

A key element to training staff about the product is through video. The format of this video has been made, so it can be shared via text message. This means we can send it to a store manager, and then they can forward it onto staff within their organisation. This video is a key tool, to getting staff to absorb information about us.

### Point of Sale. Display Unit

For instore display on counter, denim wall or other suitable locations.



### Point of Sale. Business Card

This business card is designed to be placed in the wooden point of sale unit. This card provides customers with additional information on Mr-Blacks products.



### Point of Sale. A5 Poster

This poster is designed to be placed in stores. The poster acts as a visual point of reference, further informing customers of product features and benefits.

**THE ONLY WAY TO CARE FOR YOUR DENIM**



**DENIM REFRESH  
MR. BLACK  
GARMENT ESSENTIALS**

**KEEPS YOUR DENIM FRESH  
NEUTRALISES OILS AND ODOURS  
ANTI-BACTERIAL CLEANSER**

[WWW.MR-BLACKS.COM](http://WWW.MR-BLACKS.COM)  
Made in Australia from natural and biodegradable ingredients.

**THE ONLY WAY TO CARE FOR YOUR DENIM**



**DENIM WASH  
MR. BLACK  
GARMENT ESSENTIALS**

**UNIQUE FORMULA, GENTLE WASH  
HELPS MAINTAIN ORIGINAL COLOUR INTENSITY  
MINIMISE SHRINKAGE AND STRETCHING**

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Made in Australia from natural and biodegradable ingredients.

## B2B E-commerce Website

Mr Blacks website (<http://www.mr-blacks.com>) is loaded with the latest information about our company and partnering retailers, accessible at any time including:

- \_ News - information about everything in Mr-Blacks world
- \_ New Products and updates
- \_ Staff Incentive competitions
- \_ Social Media activities
- \_ Promotions and Marketing

Our website also provides an easy gateway for you to re-order stock of Mr Blacks product range and points of sale material with ease and convenience.



### **Staff Training. Video**

A video specifically designed to educate and inform all sales assistance about key selling points of Mr-Blacks product range.

[View video](#)



**Staff Training. A3 Poster**

This booklet/poster is a printed quick reference information guide, providing staff with detailed product knowledge of the Mr-Blacks range.

**THE ONLY WAY TO CLEAN YOUR JEANS**

**WASH WITH CARE**

**ABOUT DENIM WASH**

When it comes time to washing your jeans, Mr. Black is coming on **stronger than usual**. It's specially formulated to clean and help restore the original color and intensity of your dry, clean and pre-wash jeans.

This highly concentrated advanced soft wash offers comprehensive **whiskering** to help refresh, **reinvigorating fading, shrinkage** or **stretching**.

**KEEP YOUR DENIM FRESH**

**ABOUT DENIM REFRESH**

As all-in-one product designed to **clean and refresh**, that **prevents odors** from setting in your denim.

Using denim refresh **extends the life** of your denim by **renewing the bond** between **washing and the cleaning**.

**QUICK FACTS /** FORMULA IS MADE FROM NATURAL AND BIOGRADABLE INGREDIENTS. MANUFACTURED IN AUSTRALIA. LASTS 1 TO 1.5X LONGER WITH EVERY DENIM PURCHASE.



**WWW.MR-BLACKS.COM**

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