



**PRATIC**

LA CASA INTELLIGENTE





## *a clean world*

Pratic is a set of products for home and fabric care. Pratic is a new way of living and taking care of the housework, intelligently and without waste of time and money.

Each product is designed, manufactured and tested in Italy.

We pay attention and check directly and internally every single phase of the production process trying to accomplish Practical, Innovative and Valued products.





# values

## **INNOVATION**

The Pratic commitment is to offer its Customers always new detergents with high cleaning performance. This is possible thanks to huge investments in research and development that allow us to discover new technologies and new formulas more effective and respectful of the people and the environment.

## **MADE IN ITALY**

All Pratic products are developed in our laboratories and we follow internally every single stage of the manufacturing process from bottles blowing to the distribution through the best Italian and foreign distribution brands.

## **EFFECTIVENESS**

We create products that work well, always ready to offer more than what you expect. We manage to maintain a competitive price thanks to the huge scale of our production facilities. We care of aesthetics and right placement of each single product.



## *our research lab* (r&d)

We have created a specific research and development laboratory within the company and we have formed successful collaborations with the most important Italian Universities and Research Centers with the aim of creating an incubator of young talents technically and ethically able to invent more effective and sustainable products.

### **VALUE PARTNERSHIPS**

In collaboration with renowned suppliers such as Basf, Solvay, Akzo Nobel, Givaudan, we have made specific point products, certified, offering high performance and high safety levels for people and surfaces / fabrics treated.





## CERTIFICATIONS

We believe that quality is a continuous process and not just a result to be achieved. Consequently, the company is equipped with the highest production standards recognized from different certifications offices.



## REASERCH FOCUS

The hydrogen peroxide ( $H_2O_2$ ) is a molecule extremely effective, safe and environmentally friendly if compared to standard oxygen releasers and is completely biodegradable. It is also active at low temperatures, performs a sanitizing action, stain remover, eliminates odors and it is effective and safe on colors and whites. The new Formula is patent pending and ready to be produced on a massive scale



# *brand development*

## **TEMPORARY STORE**

The new products launch and the entire Pratic assortment will be supported by a permanent presence of promotional and sales structures in the circuit Grandi Stazioni (12 most important train station in Italy with more than 700 mln passengers visiting every years), through a privileged access guaranteed by Retail Group S.p.A. (company linked to the group).

## **DIGITAL MEDIA**

We created responsive websites for the leading brands in the emmegi portfolio. Investments in digital ADV with specific campaigns on AD-Words and Facebook. Customized digital signage campaigns will be implemented to support the temporary stores visibility.





#### **DEDICATED BUSINESS UNIT**

In February 2017 was created a special business unit with the aim of supporting the spread of the brand and products through distributors and partners and enable effective customer service also active for end consumers.

#### **PRODUCT OF THE YEAR**

With the strong of successes achieved by our R & D laboratory we are ready to develop new patents and to nominate our leading products in the "Product of the Year" contest.

#### **PRINT ADVERTISING AND TELEVISION**

"Traditional media Campains" are planned to support marketing initiatives through print campaign on trade magazines (eg. Igiene e Bellezza) and television communication through primary partners (Cairo / La7 circuit).



*novelties*





## FLOOR WASHER AROMA THERAPY RELAX

- Scent long lasting up to 24 hours
- Fragrances certified Aromatherapy
- Relaxing action
- Formula without rinsing
- Also suitable for modern surfaces

[www.praticfamily.it](http://www.praticfamily.it)





## FLOOR WASHER PET LOVE

- Sanitizer
- Hypoallergenic
- Removes and prevents odors
- Formula without rinsing
- Also suitable for wood floors

[www.praticfamily.it](http://www.praticfamily.it)





## PRATIC OXYGEN POWER

- Wash and removes stains
- With hydrogen peroxide
- Eliminates odors
- Removes fungi and bacteria
- Suitable for white and colored

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## DRAIN CLEANER GEL

- Works in minutes
- Eliminates odor
- Also effective with standing water
- Does not damage the pipes
- Regular use maintains efficient pipes

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## MOUSSE PRATIC

- Overpowered
- Descaling and degreasing
- Mousse formulation that adheres to surfaces
- It removes even the toughest deposits
- Cleans, removes grease and deodorizes

[www.praticfamily.it](http://www.praticfamily.it)





## DESCALING GEL WC

- Removes limescale in depth
- Removes rust stains
- Sanitizer
- Pleasantly scented
- It adheres to the walls even in contact with water

[www.praticfamily.it](http://www.praticfamily.it)





## LIMESCALER WASHING MACHINE GEL

- For washing machine and fabrics
- Softening effect
- It prevents the hardening of the tissues
- Maintains protected washer and clean
- Eliminates odors

[www.praticfamily.it](http://www.praticfamily.it)





## DEGREASER DISINFECTANT

- Medical and Surgical
- Eliminates up to 99.999% of bacteria
- Degreasing
- Multisurfaces

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## DISINFECTANT LIQUID ADDITIVE

- Medical and Surgical
- Eliminates up to 99.999% of bacteria
- Effectively cleans white and colored
- Respects fabrics and colors
- Active already at 30°

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## WHO WE ARE

- Primary player in the home and laundry detergents, toiletries and cosmetics production for over 40 years.
- It has a significant and consolidated position as a co-packer for major multinationals.
- Reference supplier for retail chains in the increasingly important private Label product categories.
- It has a wide range of products and a wide range of process technologies, able to meet the most complex customer requirements.





## WHAT WE DO

- Disinfectants
- Multipurpose Triggers
- Sodium Hypochlorite Based Formulas
- Peroxide Based Formulas
- High Performing Powders
- Dish Washing
- Fabric Detergents & Softeners
- Toilet Cleaning Gels
- Floor Cleaners
- Oral Care
- Deodorants & Parfums



**EMMEGI**  
DETERGENTS  
SPA

### HOW WE DO IT

- Planning & capabilities for customised solutions  
Process flexibility with swift reaction times
- Integrated Supply Chain (in house blowing)
- Service level aligned with the highest standards
- “Quality System” devised to guarantee high quality standards
- In-house R&D to develop new formulations and packaging solutions
- Best price





EMMEGI  
DETERGENTS  
SPA

TRUE ITALIAN QUALITY



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