

# IN-STORE RESEARCH REVEALS *DRAMATIC "THROUGH THE REGISTER" SALES VOLUME INCREASES!*

A carefully monitored in-store independent research study, reporting actual sales results from Belk Stores has found:

***SALES INCREASE UP TO 73% WHEN APPAREL IS TAGGED "COLOR-SAFE".***

Consumers perceive bleachable apparel to be of higher quality, a better value and more durable. Consumers demonstrate their preference for "color-safe" apparel with real, at-the-cash-register purchases.

Thanks to the cooperation of one of the nation's most respected retailers, Belk Stores, this study reveals a dramatic opportunity for apparel manufacturers to benefit from the marketing value of accurate and affirmative care instructions. It gives apparel marketers a proven opportunity to increase sales volume by taking advantage of enhanced consumer perceptions of easy care, quality, value and durability associated with bleachability.

This study is particularly pertinent at a time when apparel manufacturers and retailers are focusing on satisfying consumer

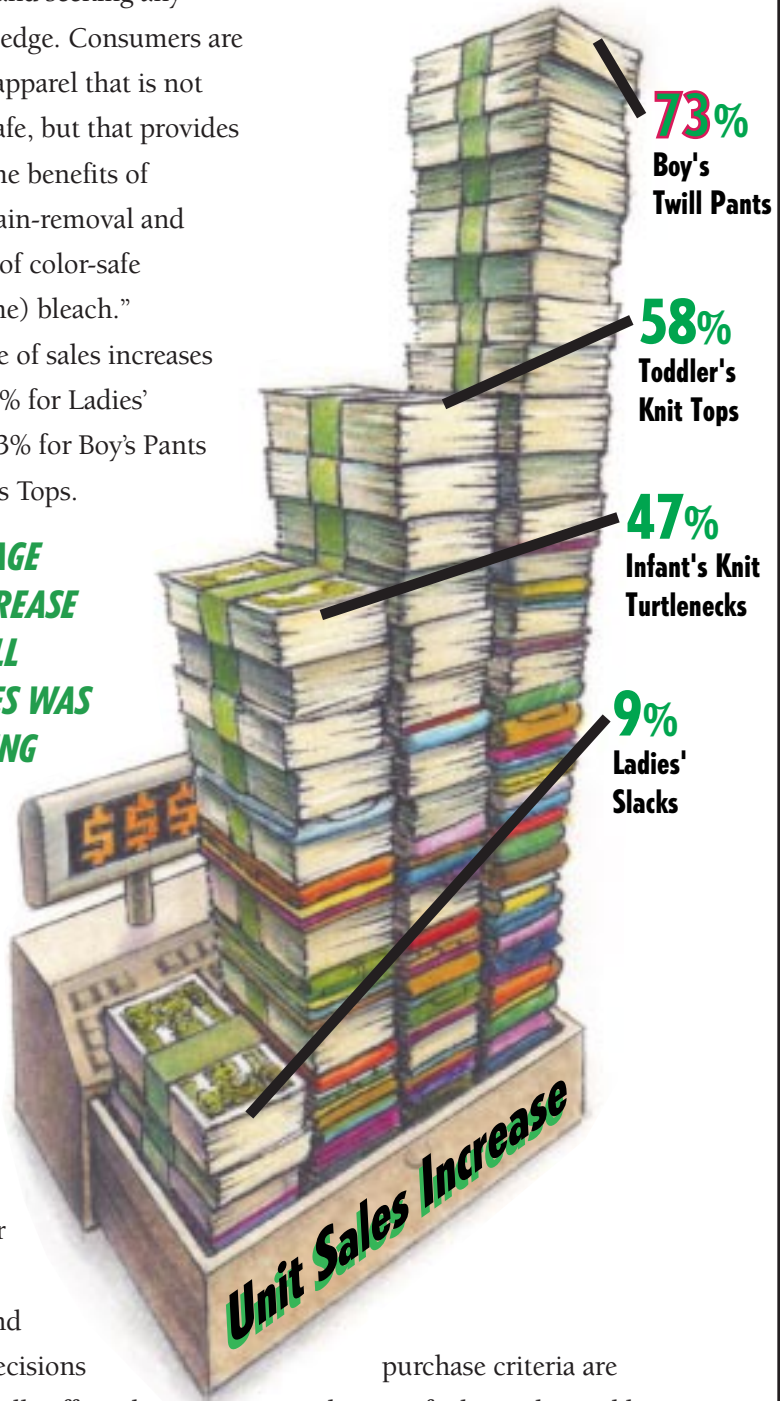
preferences and seeking any competitive edge. Consumers are looking for apparel that is not only color-safe, but that provides them with the benefits of enhanced stain-removal and brightening of color-safe (non-chlorine) bleach."

The range of sales increases was from +9% for Ladies' Slacks to +73% for Boy's Pants and Toddler's Tops.

***THE AVERAGE SALES INCREASE ACROSS ALL CATEGORIES WAS AN AMAZING 33%.***

All of the research on the subject proves that consumers *are* reading care labels before making their purchase decisions, and that those decisions are dramatically affected by the information they find there. In fact, five of the top six

purchase criteria are either satisfied or enhanced by pro-active bleach instructions on the care label.



This new independent research again confirmed that bleachability (included in accurate care instructions) enhanced consumer perception of easy care, value and durability of the garments purchased.

This study proves everyone is a winner with proper care labeling. Consumers get the information and value they demand. Manufacturers get a powerful marketing advantage and a free marketing tool. And retailers are assured the consumer good will and satisfaction generated by a consumer oriented soft goods department.

This study, and many others conducted over the last 15 years, represents the type of support Textile Industry Affairs offers as a free service to the apparel and textile industries.

## COLOR-SAFE TAGGING STUDY PROCEDURE

- ◆ During the study, hang tags with the message that the garment is safe for laundering in color safe bleach were affixed for a four week period of the twelve week study.
- ◆ In-store research was scheduled to permit the test period to extend over a seasonal change in sales of the items included.
- ◆ Comparing the tagged period vs. pre- and post- non-tagged periods, a significant or even dramatic increase in sales was recorded for tagged brands.



The study was designed and monitored by Apparel Marketing Resources, New York, with data analysis by Demand Factors, Inc., St Louis. The study covered a twelve week selling period for five apparel categories. The categories included infants, toddlers, boys, women's and men's wear.

## ABOUT TEXTILE INDUSTRY AFFAIRS

**In addition to providing research and other free information to the textile/apparel industry, Textile Industry Affairs provides the reliable evidence and patented procedures that can dramatically streamline testing for colorfastness to various bleaches.**

You can have the advantages of fast, easy and ecologically responsible bleach testing. By combining a thoroughly documented presumption of innocence for color-safe bleaches and a simple test for chlorine bleach safety that exceeds AATCC standards, you can eliminate a costly and time intensive step in your care label procedures.

**For free assistance call:  
Eric J. Essma  
General Manager  
Textile Industry Affairs  
The Clorox Company  
800-424-5514**

Fax 301-898-0241.

