

Chapter 1 : Colgate-Palmolive - Wikipedia

"expert" to the toothpaste names in an attempt to make the product seem superior. Sales, Distribution, and Transportation: Based on sales volume, ten of the most trusted toothpaste brands are Colgate.

Colgate takes firm stance toward all-recyclable packaging Colgate takes firm stance toward all-recyclable packaging Monday, April 28, - 7: Walk into a Safeway or Whole Foods Market: Food and goods from raisins to baby food to detergent that used to be packaged in cardboard boxes or bottles line the shelves, packed in shiny flexible plastic pouches. They often use less material and generate fewer harmful emissions to manufacture. Happy Family baby food touts a string of nutritional benefits: It says it strives to use the most environmentally friendly packaging, yet acknowledges the pouches it uses are not recyclable. More than a billion pouches are estimated to be landfilled annually in the U. This has been going on for decades. Five minutes to finish the drink and then years in a landfill. If Capri Sun came in a PET or glass bottle or aluminum can, there would be many opportunities to conserve resources and recycle materials as part of a developing circular economy. This video explains more about the dilemma of flexible packaging. But we estimate that only about 2 percent of pouches sold may be collected by Terracycle. With the technological prowess available to packaging designers, why should any package be non-recyclable in the 21st century? We believe design for sustainability in packaging should mean that materials used are recyclable whenever possible. Companies tell us they need flexibility to achieve a balance of environmental factors when choosing packaging. Sometimes recyclability gets trumped by pursuit of another admirable goal, such as a lower carbon footprint. He recently told Joel Makower in an interview: Last week, in consultation with As You Sow, consumer goods giant Colgate-Palmolive announced new packaging commitments. It agreed PDF to set goals to make all its packaging for three of four product categories recyclable by In addition, the company committed to work towards developing a recyclable toothpaste tube or package, which would bring its fourth product category, oral care, close to the same sustainability standard. The company also agreed to increase the average recycled content of its packaging to 50 percent. In another positive development, Keurig Green Mountain Coffee , manufacturer of billions of unrecyclable Keurig K-cup individual serve coffee pods, has agreed to our request to make its presently unrecyclable pods recyclable, and set a deadline of in its recently released sustainability report. What you may not have heard is that degraded plastics absorb and spread toxics. The Environmental Protection Agency says degraded plastics in ocean gyres pose threats to marine animals and potentially to human health. Food and beverage packaging are among the top five items found on beaches and coastlines. Non-recyclable packaging is more likely to be littered than recyclable packaging. As these materials are swept into oceans and slowly degrade, they break down into small indigestible particles that birds and marine mammals mistake for food. Ingestion of plastics results a range of threats to marine species, including starvation, malnutrition, intestinal blockage and intake of toxins, which can lead to death. Research indicates these particles absorb potent toxics such as polychlorinated biphenyls and dioxins from water or sediment and transfer them into the marine food web. Studies are starting to point towards larger, long-term impacts of toxic pollutants absorbed, transported and consumed by fish and other marine life, with potential to affect human health. Recyclable packaging conserves resources and increases the likelihood consumers will place more used packaging in a proper recycling stream, which can reduce the loading of oceans with plastic. Consumers and companies must continue the cycle Companies need to step up and take a measure of responsibility, but consumers have a role to play as well. This is not all the fault of companies. Far too many people still thoughtlessly litter or put recyclable materials into trash bins rather than recycling bins. Consumer goods companies are experts at social marketing and communication. They could use those skills to educate consumers on the right way to recycle. We hope to foster a corporate race to the top on recyclable packaging. How about a new competition to be first to develop a recyclable toothpaste tube? Adding billions of recyclable tubes to our recycling stream will provide another economic motivator for a developing a 21st century circular materials economy.

Chapter 2 : Product life cycle of colgate toothpaste essay

product life cycle(plc) & industry life cycle(ilc) A company's positioning and differentiation strategy must change as the product, market and competitors vary over the Product Life Cycle. to say that a product has a life cycle consist of four things: .

Toothpaste For the past five years, Worldwatch has explored the history, production method, and environmental and social impacts of everyday products - from chopsticks to pencils - in the Life-Cycle Studies section of its bi-monthly magazine, World Watch. This print-exclusive content is now available for free to Eye on Earth readers. Look for a new study every Friday! Overview The toothbrush, in various forms, has long been well-regarded as the best tool for a healthy mouth. What to use with it, however, is a more complicated, at times toxic, tale. The first recorded suggestion is from fourth-century Egypt, when a scribe wrote that a mixture of rock salt, mint, dried iris flower, and pepper formed a "powder for white and perfect teeth. These powders removed stains and tooth enamel equally well. Soap-based pastes replaced powders in the late nineteenth century, though with little improvement. Columbia University chemist William Giles, an early-twentieth-century researcher, described the pastes as "hard and sharp enough to cut glass. By the s, consumers were brushing with the kind of toothpaste used today. Ingredients typically include fluoride to prevent decay, triclosan to prevent infected gums, sodium pyrophosphate to remove tartar, and saccharin to please the taste buds. More than million kilograms of toothpaste was traded in Impacts With every mouthful of toothpaste spat down the drain, a mix of questionably problematic chemicals flows into rivers, lakes, and oceans downstream. Some researchers are concerned that triclosan, an antibiotic, may become so prevalent that bacteria found in the environment and humans will develop resistance. Research has so far been inconclusive. Sodium pyrophosphate removes minerals that develop in saliva after meals, thus preventing tartar build-up. But it contains phosphorus, and while its role is minor compared to fertilizer runoff, toothpaste contributes to excessive algal growth in waterways. Decomposing algae suck the oxygen out of the water, killing off marine life and creating huge "dead zones. Naturally found in rocks and groundwater, fluoride was first added to toothpaste in to prevent tooth decay. The cause for controversy is the well-intentioned public health officials who, since , have mixed fluoride into drinking water. Opponents say the million people worldwide with access to fluoridated water are overexposed because toothpaste already provides them with enough. The risks include severe tooth stains and increased chance of bone fractures, according to the U. National Academies of Science. In Western Europe, 17 of 21 countries have either refused or discontinued fluoridation. Alternatives Since the China incident, natural and organic personal care products, including toothpaste, have been selling at higher rates than their traditional counterparts. Natural products replace plaque removers with calcium carbonate, tartar controls with zinc, and artificial sweeteners with peppermint leaves. Fluoride is either omitted entirely or its concentration is lower than in conventional toothpastes. As evidence of the trend: Ben Block is the staff writer for World Watch. He can be reached at bblock worldwatch. For permission to republish this article, please contact Juli Diamond at jdiamond worldwatch.

Chapter 3 : calendrierdelascience.com – Just another WordPress site

Colgate Product life cycle and Bcg Matrix 1. Product Life Cycle & BCG Matrix By, Praveen Choudhary. 2. History In , William Colgate introduced starch, soap and candle factory on Dutch Street in New York City under the name of "William Colgate & Company".

Products have limited life 2. Product sale passes through different stages, each posing a different challenge and opportunity to seller. Profits rise and fall at different stages of life cycle. Products need different strategies in different life cycles. The product life cycles: A period of slow growth, because the product is just introduced in the market, the profits here are nonexistent due high cost of advertising and other product introduction strategies. A period of rapid market acceptance and substantial profit improvement. A slowdown in sales growth, because the product has achieved acceptance by most potential buyers. I believe this to be more of a stable stage for the product, where the graph is almost flat. Here the sales show a downward drift and profits decrease. This is where the company has to really think of ways to get its product back in business. It may try hard at advertising, or may be add new features, but basically come with a new marketing strategy to increase its falling profits. Sometime there are some variation due to product and policies by companies. Here the sales rapidly grow as the product is introduced, and the fall with the same rapid rate. It is then sustained by late adopters. Cycle - Recycle Pattern: Here the sales grow rapidly and fall too. This second cycle is usually of a shorter duration. Scalloped Pattern- Here sales pass through a succession of life cycles based on the discovery of new product characteristics, uses or users. Marketing strategies for Introduction Stage: Since the profits are really low due to all the introduction costs, the company has to carefully plan its introduction strategy. Being first in the market can be rewarding in case of a new to the world product, but may also be disastrous. It is also a lot more expensive to be the first to enter as the consumers and customers are not aware of the product and hence a lot is spent in creating awareness. Marketing Strategies for Growth Stage: This is the stage of rapid growth. New competitors enter, to cash in on the success of your product. Prices remain same or fall slightly depending on the demand. Sales rise faster than promotional expenditure. Companies must improve the quality of the product, add new features etc. Marketing Strategy for Maturity Stage: At some point, the rate of sales will slow and the product will enter a stage of maturity. Companies may use different modifications to raise their sales and profits in this stage. They may try and modify the market, which means expand their market. They may also try and modify the product. Here the company may improve the quality of the product and also improve the functionality of it. The only hitch in this is that consumers may not always like the new and improved features. The Company in this stage must also look at customer feedback to understand in a better way as to how it can help in satisfying the consumer. Marketing Strategy for Decline Stage: Sales decline for a number of reasons like technological advance, change in consumer tastes, or increased competition. Unless strong reasons for retention exist, carrying a weak product proves very costly for a company. In the decline stage a company may drop its weak products; basically we are talking about phasing out a product.

Chapter 4 : Colgate takes firm stance toward all-recyclable packaging | GreenBiz

Product Life Cycle Product life cycle is the stages through which a product or its category bypasses. From its introduction to the marketing, growth, maturity to its decline or reduce in demand in the market.

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Chapter 5 : Market journal: Colgate toothpaste: Product Life cycle and Industry Life Cycle

COLGATE product life cycle 1. PRODUCT LIFE CYCLE calendrierdelascience.com 2. HISTORY In , William Colgate introduced starch, soap and candle factory on Dutch Street in New York City under the name of "William Colgate & Company". In , William Colgate died and the company was reorganized as "Colgate & Company" under the management of Samuel Colgate, his son. In , the firm introduced its first.

Brief Introduction Colgate, an oral hygiene product and one of the name sake brands of the Colgate-Palmolive Company, is a manufacturer of a wide range of toothpastes, toothbrushes and mouthwashes. The Latest Innovative Products: For Urban population, they would come up with the products suiting to young generation, for kids in the age group from years. Colgate Herbal White which promises a unique formula. Charging higher premium which focused on consuming and lower income classes. Pricing done on the basis of price points Packaging would be customized on the basis of price points. For rural consuming class they endorsing Cibaca toothpaste. Ads -placed in dentist offices, billboards, and advertising the sides of buses Advertisement through T. Hoarding on National highways. Promotional tools Increasing circumference of toothpaste tube. Distribution strategy of Colgate toothpaste through Dentists and plastic surgeons. Drug stores or Grocery stores. Large retail stores and department stores. They would track the distribution path so that they are covering all the village areas around the towns. They would try to increase product penetration to rural population. Marketing Strategies Market Dominance Market leader - dominance in Oral Care Catering to all the segments -long product line Massive advertising, awareness ,especially in child segment Product Differentiation Different packaging for all its product line Changes packaging according to product innovation Differentiation due to massive promotion on channels Create a different image in the eyes of consumers Innovation Strategy Pioneered in new product development and business model innovation Cutting edge technology- innovation strategy Product Life Cycle of Colgate: The s onwards, the slogan was "The Colgate ring of confidence". Colgate Maxfresh Gel is the first toothpaste infused with cooling crystals giving you a whole new dimension of freshness. The Survey Analysis contd. Conclusion The toothpaste market enjoys a very good and strong position in Indian market. It is found that the major section of the youth population uses one or the other toothpaste in which freshness, protection against tooth decay and whitening are major attributes Medicinal toothpastes like Emoform, Senequel-F are also attracting customers. Thus Colgate can foray in the segment of medicinal toothpastes. Population growth - An expected annual 1.

Chapter 6 : Colgate Sem 3 Marketing Management |authorSTREAM

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Chapter 7 : Life-Cycle Studies: Toothpaste | Worldwatch Institute

Not that I am an expert on Colgate, but I would assume that the the product life cycle on any toothpaste will depend on its popularity. Toothpaste manufacturers constantly make little changes to products, which they don't advertise.

Chapter 8 : Colgate (toothpaste) - Wikipedia

The Product Life Cycle (PLC) is referred to as the "period from the product's first launch into the market until its final withdrawal" (Komninos,). The PLC diagram, see Appendix 1, shows the sales and profit lines when a product is first introduced to a market and when it is in decline.