

Design Effectiveness Awards 2013

Project Title: **Lysol / Dettol No-Touch Hand Wash**
Category: **Product**
Sub-Category: **Consumer with design fees over £30,000 (6.2)**
Client Company: **Reckitt Benckiser**
Design Consultancy: **Kinneir Dufort**
Current Date: **20 July 2012**

Executive Summary

Reckitt Benckiser's (RB) Lysol / Dettol No-Touch hand wash dispenser demonstrates how a business' innovation strategy can deliver a 5-year average sales growth of 15.1%¹ even in the context of tough prevailing market conditions.

"...innovations like No-Touch are a primary reason that European consumer-product company Reckitt Benckiser has managed to keep growing through the recession."

Wall Street Journal Feb 2010

Responding to consumer trends in home hygiene, Reckitt Benckiser identified an opportunity to extend its Lysol and Dettol brands into the personal care category by offering a no-touch handwash dispenser for kitchen and bathroom use. UK Innovation and Design team Kinneir Dufort supported Reckitt Benckiser in conceptualising and developing an integrated product and packaging solution which achieved the goals of making the product relevant and convenient for consumers, with a device and consumable cost which delivered business value for Reckitt Benckiser.

Since its launch in 2010, No Touch has:

- Achieved breakthrough innovation in the hand wash category where little existed.
- Grown from zero to global sales of 8.8M devices and 16.1M refills in 2011
- Delivered 2.5 times the growth of all the rest of the global hand wash market combined.²
- Successfully launched in over 30 countries, securing listings at all major multiples
- Extended the reach and credibility of Dettol, doubling the brand's global market share in the hand wash category from 5.6% in 2009 to 11.9% in 2011²
- Enabled Lysol (the US brand) to extend into family hygiene, stretching from its disinfectant cleaning positioning.
- Created a platform technology that has since been applied to other categories in the Reckitt Benckiser portfolio, such as Lysol Kitchen Cleaner and Clearasil PerfectaWash skincare wash.

[268 words]

¹ Forbes, July 2011. The world's most innovative companies.

² ACNeilson Global Soap DB, World, updated Jan/Feb 2012

Project Overview

Project Brief

Kinneir Dufort's challenge was to conceptualise and develop a no-touch dispenser for liquid handwash and associated integrated consumable pack.

Specific requirements for the design were defined as follows:

- Freestanding device (to stand on, or near, kitchen or bathroom sink)
- Simple and convenient docking / connection for replaceable consumable pack containing Lysol / Dettol brand handwash / sanitiser in gel formulation
- Consumable options to include potential for range of sizes from 250ml to 500ml
- Battery powered
- Soap dispensed in controlled, measured volume, automatically by placement of users hand under a nozzle
- Quick, no-mess dispense
- Pumped system (pump / system type to be determined by functional performance delivery, battery life implications and cost considerations)

Success criteria identified by Reckitt Benckiser for the product were (in order of importance):

- Minimise cost of goods of the refill pack
- Encourage consumer loyalty and re-purchase of refills
- Achieve simple, one-step "plug and play" loading of refill into the device
- Quality and speed of dispense – no dripping
- Achieve appropriately compact size for the device whilst maximising shelf presence of the individual refill consumables
- Maximise battery life / simplify battery change
- Dispense system flexible to suit different formulations
- Minimise device noise
- Ability to fit range of kitchen and bathroom environments

Description

The product comprises a compact, battery-powered dispensing device which cleanly delivers a measured dose of liquid soap when the user places their hand under the nozzle. The consumable, with its unique form, offers distinct shelf-presence, plugs into the device and remains visible to communicate the product type and fragrance, as well as providing use-up cues.

Overview of Market

Liquid handwash – pump dispensers

Existing liquid handwash products were dominated by products in pump dispensers. Products range from hygiene / sanitation positioning through to cosmetics and personal care. Reckitt Benckiser, through its Dettol brand, had only a small presence in the handwash market. Dominant brands include: Carex, Radox, Palmolive, Dove.



Hands-free soap dispenser devices

At the time, a number of housewares companies (typically smaller companies, often retailing through “gadget” catalogues and websites) were offering refillable hands-free soap dispensers revenues focused on device sales.



“Bases 1” consumer testing, conducted by Reckitt Benckiser, using these devices, confirmed consumer interest in the product concept and suggested that product volumes in the order of low millions could be achievable.

Project Timings

Project Start	Q1 2008
Develop preferred design	Q2 2008
Pilot tooled devices	Q4 2008
Bases 2 consumer testing	Q1 2009
Start Industrialisation	Q2 2009
First production units	Q4 2009
Initial launch (US)	Q1 2010
Global markets roll-out	2010 - 2011

Size of Design Budget

Kinneir Dufort's design budget was £65,000 which covered: initial product design concept and configurations, product design and consumable pack design, and production implementation support to Reckitt Benckiser and their Chinese manufacturer.

Design Solution

The solution comprises a compact, battery-powered dispensing device which conveniently delivers a measured dose of liquid soap when the user places their hand under the nozzle. The system is activated by the user's hand breaking a reflected infra-red beam located in the front of the device. The handwash gel from the consumable is dispensed via a feed tube to the nozzle, by a simple, low-cost piston pump and motor mechanism which has been optimised to dispense reliably and without residual dripping.

The consumable, with its unique form offering distinct shelf-presence, comprises 4 components, compared with the 10 – 11 components found in a typical pump dispenser pack. It plugs into the device, clicking into place with a simple push action, automatically sealing and connecting to the device feed system. Once installed, the pack remains visible to communicate the product type and fragrance, as well as providing use-up cues. The product form is distinctive, yet sufficiently neutral to support two different brands, and is equally applicable to bathroom and kitchen settings.

The solution met all of the defined success criteria, perhaps most significantly by realising a design configuration which could deliver the functional performance using low-cost technology, allowing the consumer proposition to be delivered at production costs which met the business model requirements.

Summary of Results

Sales

Reaction from the market and consumers to the product launch has been extremely strong with sales volumes quickly exceeding Reckitt Benckiser expectations. By the end of 2011, global annual volumes had risen to 8.8 million devices (starter pack, including 1 x refill) and 16.1 million refills.

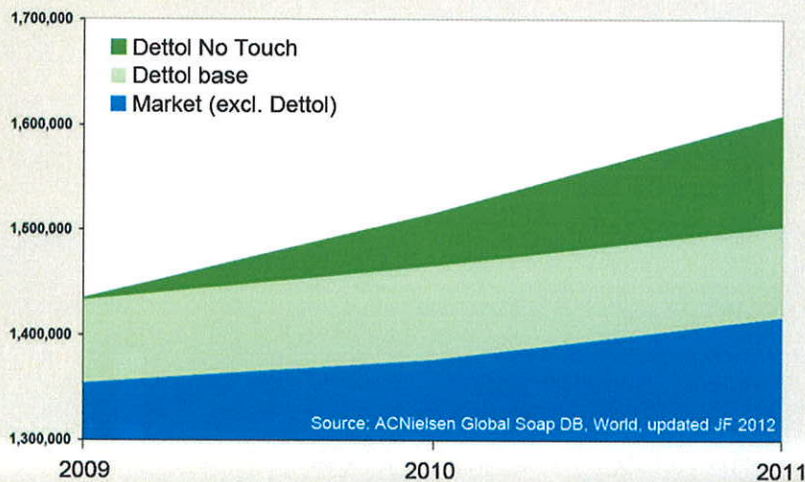
**Global Sales Volumes
No Touch Handwash Devices and Refills**

	2010	2011
Devices	6.7 million	8.8 million
Refills	6.2 million	16.1 million

Sales growth

In the two full years since launch, No Touch has added £83M to Reckitt Benckiser sales in the global hand wash market. During this time, revenue from other Dettol hand wash product has remained broadly stable illustrating the significant impact of the No-Touch product in the category.

Global Hand Wash Market (£M)



Market share

Market share figures show impressive growth as a direct result of the introduction of the No Touch product. In some markets, such as US and Germany, Reckitt Benckiser were starting from a low market share position. In others, such as Australia and South Africa, the starting market share position was much higher due to the higher Dettol brand profile.

Overall, Dettol's global market share in the handwash category has doubled from 5.6% in 2009 to 11.9% in 2011.

Market share growth by country (hand wash)

Dettol / Lysol Market Share			
	2009	2010	2011
USA			
Dettol Lysol	0.1%	7.9%	8.1%
No Touch	0.5%	8.0%	8.1%
Australia			
Dettol Lysol	20.6%	28.4%	33.9%
No Touch	0.0%	9.5%	18.2%
Germany			
Dettol Lysol	0.2%	4.2%	14.9%
No Touch	0.0%	0.0%	11.2%
France			
Dettol Lysol	0.2%	0.2%	9.5%
No Touch	0.0%	0.1%	9.3%
Great Britain			
Dettol Lysol	3.9%	8.8%	10.2%
No Touch	0.0%	5.1%	7.5%
South Africa			
Dettol Lysol	17.5%	23.5%	33.4%
No Touch	0.0%	3.4%	17.1%
Saudi Arabia			
Dettol Lysol	19.0%	23.4%	27.9%
No Touch	0.0%	1.4%	6.9%

Source: ACNielsen Global Soap DB, World, updated MA 2012

Brand perception



One important benefit of the success of the No Touch product is the enhancement of brand perception for Lysol in the US, and, to a lesser extent, for Dettol in other markets.

Lysol's brand heritage is in disinfectant household cleaning, with core cleaning products including surface disinfection, bathroom cleaning and air freshener. No Touch hand wash successfully extends the brand into the personal care category for the first time. Although the Dettol brand already had a more established presence in the hand wash category, No-Touch also extends the reach of the brand into personal care.

Consumer perception

Consumer reaction has been strongly positive confirming indications from research during the project. Typical reviews are shown below. The product was also voted Product of the Year in its category in Australia's Consumer Survey of Product Innovation.



★★★★★ **Works great after a year!**, January 21, 2012

By [LBC](#) - [See all my reviews](#)

This review is from: Lysol No-Touch Hand Soap System, Dispenser with Soap Refill 8.5 Fl Oz, Green Tea & Ginger Scent (Health and Beauty)

I bought a Lysol soap dispenser about a year ago for use at my kitchen sink. I do a lot of cooking and I have a background in biology, so I know way more than I wish I did about bacteria and cross-contamination. I was tired of fiddling with a pump dispenser or the bottle of liquid dish soap every time I washed my hands while cooking (which is at least 2-3 times in the course of meal prep, often more). This soap dispenser is one of the best things I've ever bought for the kitchen. The battery life has been fine (I think I've replaced the batteries 2-3 times in a year, and the unit gets just about daily use).

★★★★★ **Best in it's class**, 17 Feb 2011

By [Mr. John Robertson "Booklet maker"](#) (Scotland UK) - [See all my reviews](#)

REAL NAME

Amazon Verified Purchase ([What is this?](#))

This review is from: Dettol No Touch Cucumber Splash Hand Wash System (250ml) (Personal Care)

I have purchased more expensive and similar items but this one tops them all. It's small footprint takes up very little space. It dispenses a reasonable amount of soap. Another plus point is that it's easy and cheap to obtain refills. Great item which I highly recommend.

★★★★★ **Dettol Hand Cleanser**, 10 Feb 2012

By [Janwan](#) - [See all my reviews](#)

Amazon Verified Purchase ([What is this?](#))

This review is from: Dettol No Touch Cucumber Splash Hand Wash System (250ml) (Personal Care)

Found this hand wash no touch cleanser really good. Quite a novelty and actually makes you want to wash your hands more often than you would normally. Haven't had to refill the soap dispenser yet, so seems to be lasting longer than I thought it would. Would like one at every sink in the house.

Industry perception

Reckitt Benckiser has established an industry reputation, built on household cleaning brands and augmented by strategic acquisition, for achieving success through product innovation. Dettol / Lysol No-Touch reinforces that reputation and has been one of the company's most successful product launches in recent years. Its impact has been recognised by the business and financial community, noted by the Wall Street Journal around the time of the product launch in 2010: "...innovations like No-Touch are a primary reason that European consumer-product company Reckitt Benckiser has managed to keep growing through the recession."

THE WALL STREET JOURNAL.

By PAUL SONNE

Technological advances in the world of detergent and soap would seem few and far between. But innovations—like a new battery-operated, hands-free soap dispenser—are a primary reason that European consumer-product company **Reckitt Benckiser Group PLC** has managed to keep growing through the recession.

The U.K.-based company on Wednesday reported fourth-quarter earnings of £448 million (\$703.5 million), up 14% from £393 million last year.

Sales for the company, whose products include Lysol, Airwick air fresheners and Clearasil acne cream, were £2.06 billion, up 13%.



Platform technology

Having established a technology platform for the dispenser that met the functional and financial requirements of the brief, Reckitt Benckiser have leveraged the platform technology for use with other portfolio brands and categories. Two new products, launched in 2012 are: Lysol No-Touch Kitchen Cleaner and Clearasil PerfectaWash skincare wash. This cross-category range extension further extends the value of the design and development investment of the No-Touch system.



Lysol No Touch Kitchen System



Clearasil PerfectWash

Other Influencing Factors

Commensurate with any new significant product launch, Reckitt Benckiser supported No Touch with an advertising campaign to promote its introduction; however, this was not unduly remarkable in scale, compared with other Reckitt Benckiser product promotions, or indeed other category competitor.

Product / pack Images



Dettol No Touch Hand Wash Dispenser and Refill



Dettol No Touch Dispenser (silver version) and Refill range



Lysol No Touch Dispenser and Starter Pack



Lysol Refill Range