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# Tough on grime...

... and tough on the causes of grime, the launch of Big Wipes' new 4x4 range of industrial strength wipes outlines the growing potential of the market for such increasingly essential ancillary items. PBM spoke with the company's MD Nigel Dibbo who explains how merchants can clean up.

Instantly recognisable from their big yellow tubs and eye-catching merchandising, Big Wipes has been a success story with tradesmen for over 10 years. Now the company has launched its new 4x4 range of cleaning wipes, which it says are tough on grime and kind to the hands.

"Everyone in the trade gets their hands dirty and most of the filth simply doesn't come off with soap and water," explains MD Nigel Dibbo. "The real benefit of Big Wipes 4x4 is their ability to shift all modern construction sealants, adhesives, paints, coatings and grime in an instant. As they are completely portable, they can be kept close to hand to remove this muck before it gets a chance to fully cure."

In order to look after the skin, the 4x4 formula contains four skin conditioners — Aloe Vera, Lanolin, Vitamin E and Glycerine, which all help to nourish and protect the skin. Furthermore, the wipes are now 100% preservative-free and offer >99.9% anti bacterial protection having been assessed to the latest EU Regulation 1223/2009 for cosmetic products, with zero levels of irritation recorded during controlled testing by dermatologists.

To support the 4x4 launch, the company has also designed eye-catching point-of-sale stands to drive sales of its new formula through builders' and plumbers' merchants. Nigel said: "The opportunity for merchants stems from the obvious fact that every one of their trade counter customers will get their hands and tools dirty — the ability to profit from those 'at the counter' purchases is huge.

"Tradesmen are becoming more careful when it comes to looking after their most valuable tools — their hands. And we've seen significant growth of sales through our merchant network with 4x4 set to push that growth even further."

The company has also developed an innovative packaging solution. Still in the famous Big Wipes yellow, the large capacity cylinders are styled with an easy grip body and base and brand new quick seal lid. This clever 'flick and a click' lid

gives users a dual option of either dispensing a single wipe (by pulling the wipe towards the cap) or a long continuous sheet of

wipes (by pulling the sheets away from the cap).

An in-house team of chemists and fabric engineers control all aspects of development and production, and the firm says it achieved the performance breakthrough necessary to launch its 4x4 formula by investing heavily in the latest solvent technology. This allowed it to harness the benefits of naturally derived co-solvent blends with the biodegradable Power Formula now delivering "unrivalled cleaning power across the broadest range of filth".

Not only has the formula been upgraded, the bigger, thicker and tougher fabrics have been too:

- **Red Top: Heavy-Duty** — the blue scrub and clean fabric offers fantastic cleaning results that will be enhanced by the 4x4 formula. Moreover, it now features additional 'wetting agents' to ensure the even distribution of liquid across the fabric. Textured and dual-sided, the scrub face of the wipe removes even the most stubborn grime, while the smooth face absorbs any excess.

- **Black Top: Multi-Purpose** — these wipes have been upgraded to a power fabric, which has been under development for two years. Now a striking yellow colour, Multi-Purpose wipes are a leading combination of toughness and absorbency. This material is exclusive to Big Wipes and is said to represent an "almost perfect industrial grade fabric".

- **Green Top: Multi-Surface** — this super absorbent biodegradable wipe is suited for applications involving the removal of non-hazardous substances where it can be disposed of in the normal waste or composted with 'green' waste.

For more information about Big Wipes, including videos of the product in action, visit [www.bigwipes.com](http://www.bigwipes.com) or alternatively circle readerlink 100

