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## **1.0 INTRODUCTION**

Detergent is simply defined as a cleaning agent in a dictionary. As we know many of the companies have distributed detergent in the market nowadays. One of the detergents in the market is Breeze. Breeze is a laundry product, Breeze has a complete range of laundry products with great cleaning power for all your laundry needs. Breeze laundry detergent will suit washing needs. Breeze also has one tagline: it is that dirt is good, it might sound unusual for a leading laundry brand, but there's a good reason for our philosophy. Breeze believes that children should feel free to explore, learn and develop, and sometimes getting a few stains along the way is part of the process. Breeze is dedicated to showing you that dirt isn't always bad. In fact, Dirt is Good especially when it's the result of your kids going out into the world to have fun, explore, learn and experience the very best the world around us has to offer. Not only will this help develop kids' understanding of their world, the environment and nature, it will also shape their values, grow their confidence, benefit their health and ultimately help them reach important milestones.

## 2.0 BREEZE

### 2.1 COMPANY BACKGROUND, HISTORY

#### HISTORY

**Breeze detergent** is soap less cleansing agent released in 1947 by Lever Brothers. During April the company introduced it in six cities in the Midwestern United States. The product had a capital investment of \$2,000,000. In the end of the 1970s, it was owned by Unilever after Lever merged with Margarine Unie in 1930.

Breeze detergent began with an advertising campaign in seventeen newspapers, covering six markets. The Federal Advertising Agency was responsible for advertising coordination. In 1956 a box of king size Breeze was offered with a free Cannon Mills Company bath towel and a fifty cent voucher for buying, in Albuquerque, New Mexico.

A commercial aired nationally as part of the CBS Television Network program Love is a Many Splendored Thing on 1 December 1967 also features the "free towel with every box" offer, and this commercial can be seen online on various websites such as the Internet Archive.

**Lever Brothers** was a British manufacturing company founded in 1885 by brothers William Hesketh Lever (1851–1925) and James Darcy Lever (1854–1916). They invested in and successfully promoted a new soap-making process invented by chemist William Hough Watson. In 1930, Lever Brothers merged with Margarine Unie to form Unilever.

#### **Unilever**

The company grew and operated until 1930, when it merged with a Dutch margarine company, Margarine Unie, to form Unilever, the first modern multinational company. As part of the agreement, Lever Brothers changed its name to Unilever PLC, and forms the British half of the dual-listed company. Although the two companies have separate shareholders and stock exchange listings, they have a common board of directors and essentially operate as one company.

The **Lever Brothers** name was kept for a time as an imprint, as well as the name of the US subsidiary, Lever Brothers Company, and a Canadian subsidiary, Lever Brothers Limited. Lever Brothers was sold to a US capital firm Pensler Capital Corporation and renamed Korex in 2008. Korex Don Valley assumed operations of the Lever Brothers Toronto plant. It has since closed and gone bankrupt. The Toronto plant is now being redeveloped into an office and industrial district by First Gulf Corporation.

## 2.2 BREEZE PRODUCT CYCLE

### 2.2.1 INTRODUCTORY

A fabric softener is a liquid composition added to washing machines during the rinse cycle to make clothes feel better to the touch. These products work by depositing lubricating chemicals on the fabric that make it feel softer, reduce static cling, and impart a fresh fragrance. The first fabric softeners were developed by the textile industry during the early twentieth century. In the early 1900s, preparations known as softeners were developed to improve the feel of these fibers after dyeing. A typical cotton softener consisted of seven parts water, three parts soap, and one part olive, corn, or tallow oil. With advances in organic chemistry, new compounds were created that could soften fabric more effectively. These improved formulations soon found their way into the commercial market.

By the 1960s several major marketers, including Procter and Gamble, had begun selling liquid fabric softener compositions for home use. The popularity of these products dramatically increased over the new formulations that provided improved softness and more appealing fragrances. Despite their growing popularity, fabric softeners suffered from one major disadvantage, the softener chemicals are not compatible with detergents and therefore they cannot be added to the washer until all the detergent has been removed in the rinse cycle. Initially, this restriction required the consumer to make an extra trip to the washing machine if they wanted to soften their clothes.

In the late 1970s manufacturers found a way to deliver fabric softening benefits in a dryer sheet format. These sheets provide some of the benefits of fabric softeners but give the added convenience of being able to be added in the dryer instead of the washer rinse cycle. However, while dryer sheets are very popular today, liquid softeners are still widely used because they are more effective.

In the 1990s, environmentally minded manufacturers began test marketing ultra-concentrated formulations. These ultra-formulations are designed such that only about one-quarter as much product has to be used and therefore they can be packaged in smaller containers. However the perceived value to the consumer is lower because there are fewer products and the price is higher. It remains to be seen if these ultra-concentrates will succeed in today's marketplace.