

Consumables Industry Case Study

The Challenge

Hamilton Beach/Proctor-Silex Inc., developed a new model of odour eliminator which utilizes a Febreze™ activated carbon filter which lasts for 4 months. Their challenge: how to help consumers to identify when this replacement routine was required.

The Solution

Integrate a 4 month room temperature Timestrip® into a slot in the fascia of the filter housing, and supply a new one with each replacement filter. The clear colour change signals the consumer with an early warning to repurchase the next filter, and then indicates when to it is time to replace the filter.



The Final proposition

TrueAir® Odour Eliminators remove offensive odours from the air with the only plug-mount™ air cleaner that uses activated carbon to eliminate rather than mask odours. Febreze® has built their wide array of products around the concept of cleaning away stale and stifling odours and leaving behind only fresh smelling air. The Febreze® TrueAir® Odour Eliminator includes brand new product features. The profile is smaller and the whisper quiet fan is even quieter than the previous model. One of the new models even includes a blue luminescent nightlight and an easy to read Timestrip® filter replacement indicator.

Hamilton Beach/Proctor-Silex, Inc. is the number one distributor of small kitchen appliances in the U.S., selling over 35 million appliances every year. The company's most famous brands (Hamilton Beach, Eclectrics, Proctor Silex, and TrueAir) are found in households across America, Canada, and Mexico, yet are expanding into areas beyond these traditional borders. HB/PS's product quality, breadth of product line, superior customer service, and brand name strength continue to earn it the number one standing with consumers for small electric appliances.