

Supplier Focus

Bitrex®

Young children will put almost anything into their mouths. This is natural behaviour – a normal way for them to explore the world around them. It's not always safe behaviour however.

In the UK, there are around 35,000 cases of accidental poisonings every year as a result of swallowing everyday household or garden chemicals, and tragically, some of these can be fatal.

The most common sites for accidental poisonings are in and around the home – in the kitchen, bathroom, garage and garden shed. Products such as cleaning agents and disinfectants are a necessary part of our lives, keeping our homes clean and germ free, but they can be dangerous if an inquisitive small child decides to find out what they taste like. There are 3 lines of defence in preventing accidental poisonings:

1. Keep products out of reach and in a locked cupboard
2. Purchase products with a Child Resistant Closure
3. Look for products containing Bitrex®

Bitrex® is officially the world's most bitter substance. Discovered by Macfarlan Smith in 1958, we celebrate 50 years of making the world a bitter place in 2008! Minute quantities of Bitrex® can render products so bitter, it helps prevent ingestion of the product. It is a reliable and exceptionally economical way of making such chemicals unpalatable.

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Bitrex® is ideally suited to products such as Thick Disinfectants, Heavy Duty Liquid Detergents, Liquid Laundry Tablets, Fabric Conditioners, Toilet Cleaners, Washing Up liquids, Rinse Aids and All Purpose Cleaners. Many of these products are very appealing to young children as a result of the bright colours and fragrances, with more and more products available in fruit scents.

Not Just a Safety Product

Bitrex® however is not just a safety product. It is a powerful marketing tool, which when used to its potential, can help you increase sales of your product. Research has shown that parents of young children would prefer to purchase a product containing Bitrex® over an equivalent without, and the vast majority rate the additional peace of mind Bitrex gives them should their child try and swallow a potentially harmful product. Given the minute quantities required – 5g of Bitrex® would render a 50 metre Olympic swimming pool sufficiently bitter – it is very cost effective.

Taking advantage of the Bitrex® trademark opens up all sorts of marketing benefits – and also permits contract manufacturers to access our unrivalled technical service free

of charge. All products carrying the Bitrex® logo undergo independent taste testing to determine the minimum quantity of Bitrex® to render the product unpalatable. So far, we have taste tested over 3000 products.

Bitrex® can be used as a Corporate Social Responsibility Report case study, highlighting the pro-active stance of your company in relation to consumer safety. It can be promoted through in-store magazines, targeting your customers directly, encouraging them to purchase your brand instead of your competitor's brand.

Working to make the UK a safer place for children

Bitrex® is a proud sponsor of the Child Accident Prevention Trust's Child Safety Week, an annual event in June. By promoting your products that contain Bitrex®, you can align your brand to Child Safety Week and increase awareness of general child safety issues.

The opportunities are endless...

For further details please visit www.bitrex.com

