



The Homestead firelighter range continues to enjoy significant performance within the Irish fuel market.

market share of the firelighter business for a private label within the Irish market, while also rivalling the two main brands distributed in Ireland.

The range currently consists of two size variants in firelighters - 30's and 60's - with the recent addition of a Homestead firelog, the first from an Irish private label, which is performing considerably well in its first six months. Such commitment to category development guarantees that the sales at RSP of €3

million in 2003, are forecast to increase yet again this year.

Homestead recently launched a Firelog, which is performing extremely well.

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Homestead Marketing Manager, Maria Watson, added, "The fuel range from Homestead continues to enjoy good standing within this category. Not only does it ensure the needs of the consumer are met through quality and price, but the retailer achieves a good margin from products focused on market growth.

"With ongoing consumer promotions planned well into the private label's future, it is our plan to continue the suc-

Zip

cess of our brand, not only in the fuel category, but with all Homestead offerings."

As the market leader in the ignition category (ACNielsen summer '04), with a significantly higher share than its nearest branded competitor, Zip has a massive 82% awareness (TNS Omnibus spring '04), the highest of all firelighter brands and own labels. As one of the most recognisable brand names in Ireland, Zip has become synonymous with lighting home fires. Amongst firelighter users, nearly six times more people would purchase Zip first over any other brand or own label (TNS Omnibus spring '04). Zip is distributed in Ireland by FA Wyatt Sales & Distribution.

There is a strong shift towards products which reliably achieve a successful fire, but do so faster, cleaner and more conveniently. Usage regimes are changing from must-have domestic heating towards more discretionary ambient heating, and milder weather is contributing to the emergence of a real barbecue market.

time, even with one block. Whether you're lighting an indoor fire or a barbecue, 'Simply light the wrapper' is all you need to know and do. The easy to light wrapper keeps the odour at bay and means clean, odour-free hands, and a much faster, convenient and nicer experience, avoiding mess and waste. A measure of the success of the product is its outstanding results in winter last season. In December 2003, Zip Cleanwrap individually wrapped fire-



Zip individually wrapped Cleanwrap firelighters guarantee a sure fire every time, even with one block.

lighters, RRP €2.59 for 16 blocks, became the top selling branded firelighter in Ireland, the company maintains.

Convenience logs and ready to use convenience fuel is a fast growing sector of the market. Zip firelog (RRP €1.79), a 1.1 kg log giving a realistic fire with more than two hours burn time, was launched in autumn 2003 and has already achieved great in-market results in this growing sector.

Fire bags alone represent an estimated 6% of the total ignition market and are showing strong sales value growth (nearly 15%) vs last year (ACNielsen summer '04). Meeting the needs of the growing convenience market, Zip has expanded its ready-to-light range with two new Fire-in-a-bag products.

Zip is bringing firelighter know-how to the growing convenience fuels sector: both products have strong unique selling points for Irish consumers. Zip Complete fire bag has a welcoming aroma of Irish peat, and Zip Quickflame fire bag has significantly higher heat output and offers lively ambient flames from the start.

