



## SA8 with Bioquest – Touted. Time-honored. Trusted.

### Touted

In its January 2007 edition, a national consumer magazine ranked SA8® with BIOQUEST® as number one in cleaning power against all of the competitors tested. Out of a possible score of 100, SA8 received 99 points, and ratings of “excellent” in cleaning power, as well as keeping dirt and dye off clothes during the laundry cycle. The second-ranked detergent only received 86 points.

### Time-honored

SA8 is one of Quixtar’s longest-standing success stories. It launched in the early 1960s and has remained a staple for three generations of Independent Business Owners.

### Trusted

When compared with other detergent labels, Quixtar gives the most specific detergent usage instructions, sharing the best amounts to use based on several variables, including water condition, soil level, and load size.

We are proud to educate our consumers so that they always receive the best results when using SA8 with BIOQUEST. Our directions may have led to a price-per-load figure in the national consumer magazine that appeared higher than our competitors.

The chart below will clarify that indeed, SA8 with BIOQUEST is priced competitively on a per-load basis for normally soiled laundry loads. In the shaded areas, it also references the recommended use instructions and altered price per load under special circumstances.

SKU	No. of normal wash loads per carton	Suggested retail price	Price per wash load	Price per wash load: 1 1/2 scoops	Price per wash load: 2 scoops	Price per wash load: 3 scoops
E-0003 – 6.6-lb. box	100 loads	\$22.75	\$ .23	\$ .35	\$ .46	\$ .69
E-0004 – 9.9-lb. box	150 loads	\$34.10	\$ .23	\$ .35	\$ .46	\$ .69
			Recommended for normal laundry loads washed in soft or moderately hard water	Recommended for heavily soiled or extra-large laundry loads washed in soft or moderately hard water	Recommended for normal laundry loads washed in hard or very hard water	Recommended for heavily soiled or extra large loads washed in hard or very hard water