

# NON-STICK FOIL



*Perfect for Private Label!*

National Brand has already educated the consumer on usage. Private Brand offers a more attractive price point.

## WHY NON-STICK FOIL?

- Keeps non-stick consumers in your store
- Incremental sale for the foil and wrap category
- Unique category dynamics with one national brand, one private brand
- Capture non-stick share and increase consumption
- Capture private brand revenue and share with focus on merchandising, assortment, promotion, and pricing
- Third party testing indicates that non-stick properties perform as well as the National Brand product

## WHY TRINIDAD BENHAM?

- Half of all households choose the private brand, so choosing the right supplier is important
- Diversify category supplier base by choosing Trinidad Benham
- Speed to market with new items and concepts
- Majority of company revenue derived from private brand programs
- Fill rates of over 99% on shipments company wide

12 x 35 NON-STICK FOIL	SPECIFICATIONS
Product Information	12x35 EB cs Foil
Retail Package Dimensions	12.3"x1.6"x1.6"
Case Pack	35 rolls
Case Dimensions	12.4"x8.8"x12.9"
Case Cube	0.81
Pallet Information	
Cases per Layer	23
Layers per Pallet	4
Cases per Pallet	92
Pallet Height	43.7" (product and pallet)

