



manorm
rescue-goods

manorm.ua

About us:

- *Manorm* - *rescue goods*.
- Brand *Manorm* appeared in the Ukrainian market in 2010 representing antiseptic spray, foam and foam soap for hands.
- In 2016 *Manorm* has developed new product line that changed marketing positioning of *rescue goods* concept.
- *Manorm* product line is widened by the gel hand antiseptic and know-how for Ukrainian market – *click-sticks* (cotton swabs filled with appropriate antiseptic).
- In 2017 we are planning to add more goods to the product line.
- All the products are officially registered in the Ministry of Health of Ukraine.
- The production process is set compliant to the quality management system ISO 9001:2009 and ISO 13485:2009.



***Manorm* restyling – change of Logo**

- Change of company style and marketing positioning that took place in 2016 is inspired by product line extension and substantial changes in marketing strategy of the company.
- *Manorm* is going to expand target audience by introducing new products to the market.
- *Manorm* is planning to enter active and system marketing communications focusing on brand recognition in the country.



***Manorm* – restyling: Logo change**

The old logo is presented within a white rounded square. It features the word "MANORM" in a bold, grey, sans-serif font. A thin horizontal line is positioned directly beneath "MANORM". Below this line, the text "АНТИСЕПТИК ДЛЯ РУК" is written in a smaller, grey, sans-serif font.

MANORM
АНТИСЕПТИК ДЛЯ РУК

Old Logo

The new logo is presented within a white rounded square. It features a circular graphic composed of concentric, slightly irregular magenta lines, resembling a fingerprint. A white checkmark is superimposed over the center of the fingerprint. Below this graphic, the word "manorm" is written in a lowercase, magenta, sans-serif font. Underneath "manorm", the text "товари-рятівники" is written in a smaller, magenta, sans-serif font.

manorm
товари-рятівники

New Logo



***Manorm* restyling: what our new Logo means?**

- Each person has a unique fingerprint. Everyone can select an antiseptic or any other *Manorm*' product that would fit exactly for you.
- A fingerprint means individual care for every customer.
- *Manorm* – invisible care, remarkable help.



Professional formula tested by doctors

Manorm spray is the antiseptic based on isopropyl alcohol (the safest alcohol for external use) meant for daily protection of hands. The product cleans hands from potentially harmful bacteria, viruses and fungi with preserving own protective properties of skin. Manorm does not only disinfect, but, thanks to panthenol, it also enhances fast healing of small skin damages, glycerin moisturizes skin and cares for its beauty and health.

Manorm prevents carrying:

- germs of viruses and acute respiratory diseases (including flu)
- tuberculosis
- intestinal infections
- fungal infections
- papillomatosis

Manorm is tested by and officially registered with the Ministry of Healthcare of Ukraine, which confirms its safety.

Composition: isopropyl alcohol 60%, quaternary ammonium compound 0,11%, panthenol, glycerin, fragrance, colourant.



***Manorm.* Who are our customers?**

Rescue-goods Manorm – You and Your relatives are always safe.

Manorm helps You to be OK: hands should be clean, teeth should be clean, breath – fresh, wounds tended.
Manorm will rescue in any situation.

Manorm products would be specially helpful to:

- young parents (antiseptics, click-sticks)
- office employees (antiseptics, soap, click-sticks)
- students (antiseptics, click-sticks)
- travelers (antiseptics, click-sticks)
- people who are ill (or visiting someone at a hospital)



***Manorm.* Rescue-goods (life savers).**

Manorm goods – Your outdoor insurance

Wherever You are – *Manorm* goods will save You from dirty situations with the help of:

- Hand antiseptic (spray)
- Hand antiseptic (foam)
- Hand antiseptic (gel)
- Hand cleanser (soap-foam)
- Click-sticks (filled):
 - For wound cleaning
 - For problem skin
 - For tooth brushing
 - For make-up correction



***Manorm* spray**

Manorm is handy and pleasant in use, and in contrast to the majority of gels and foams it doesn't leave a feeling of sticky or dry hands.

This antiseptic is available in a handy, compact and safe packing in four types of colours and two volumes 10 ml, 50 ml.







Manorm foam

No spirit antiseptic that is recommended for sensitive skin with active ingredient (2-phenoxyethanol).
It has prolonged antibacterial action, that will work for three hours after spreading on skin.

Form: foam

Volume: 40ml



Antibacterial solution for handwashing *Manorm*

Handwashing solution *Manorm* has antiseptic and antibacterial effect. For everyday use (2 phenoxyethanol). Provides natural protection of skin, has softening and restorative effects.

Form: foam

Volume: 300ml





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**Know-how for Ukrainian market –
*Click-Sticks***

Click-Sticks *Manorm*

Click-sticks – innovation product for Ukrainian market.

They are – personal hygiene means. Cotton swabs with different fillers that are intended to be used for:

Manual for use:

- choose required type of click-stick.
- push the click-stick from the package (use pointing – arrows that show correct direction)
- crack the end of the stick as indicated by direction line and wait until the filler (liquid) runs down
- the click-stick is ready for use.



Click-sticks *Manorm* for wound cleaning

The filler – povidone iodine has antibacterial and wound healing effect.



Click-sticks *Manorm* for problematic skin

The filler – salicylic acid reduces redness and enanthesis, has anti-inflammatory action.



Click-sticks *Manorm* for teeth cleaning

The filler – coenzyme Q10 that keeps up PH level in mouth cavity. The filler contains substances that neutralize dental plaque.



Click-sticks *Manorm* for make-up correction

The filler – vitamin complex that takes care of skin around eyes, can be used on sensitive skin.





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Where to buy?





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