

The true economies of Dominant products

Due to many of our products being highly concentrated, requiring smaller doses, it is easy to make the mistake of thinking that Dominant products are more expensive than many supermarket lines. The table below compares Dominant pricing with the leading supermarket brands*.

Just compare....

Dominant product	Doses per package	Price per dose		Other	Doses per package	Price per dose
Booster & Soak Oxygen Bleach 2kg	100	29c	↔	NapiSan Oxyaction Stain Remover 2kg	33	49c
Double L Liquid Laundry 375ml	75 (in front loader)	18c	↔	Omo Small & Mighty Liquid Concentrate 500ml	16	39c
Fabric Softener 1L	100	12c	↔	Cuddly Ultra Concentrate 500ml	22	26c
Dishwasher Powder 1kg	125	13c	↔	Finish Dishwasher Powder Regular 1kg	50	14c
All Purpose Cleaner 1L	50 trigger bottles	25c	↔	Ajax Spray n' Wipe Multi Purpose Trigger 500ml	1 trigger bottle	\$4.27
Glass & Chrome 1L	8 trigger bottles	\$1.88	↔	Windex Glass Cleaner Original Trigger 500ml	1 trigger bottle	\$3.63
Shower Clean 1L	8 trigger bottles	\$1.75	↔	Shower Power Cleaning Trigger 500ml	1 trigger bottle	\$6.54
Orange Oil Multi Purpose 375ml	15 trigger bottles	81c	↔	Pine O Clean Multi Purpose Orange Oil 500ml	1 trigger bottle	\$4.11

* Based on manufacturers recommended instructions.
Prices sourced from www.colesonline.com.au, September 2009

Dominant[®]
keep it clean keep it green

With our philosophy of producing concentrated products that give excellent results over a long period of time, Dominant products are extremely economical. Plus, using our trigger spray bottles and refill bags also help to save more landfill.

Dominant product	Doses per package	Price per dose
LAUNDRY		
Phosphate Free LP 2kg	50	53c
Phosphate Free LP Refill 1.5kg	38	47c
Phosphate Free Front Loader LP 2kg	100	29c
Phosphate Free Front Loader LP Refill 1.5kg	75	27c
Phosphate Free Polar LP 2kg	50	55c
Phosphate Free Polar LP Refill 1.5kg	38	50c
Booster & Soak Oxygen Bleach 2kg	100	29c
Booster & Soak Oxygen Bleach 1.5kg	75	27c
Liquid Laundry Detergent 900ml	30	45c
Double L Liquid Laundry 375ml	75	18c
Wool & Fine Fabric Wash 1L	100 (hand wash)	15c
Fabric Softener & Brightener 1L	100	12c
KITCHEN		
Dishwasher Powder 1kg	125	13c
Dishwasher Powder Refill 750g	93	12c
Dishwashing Detergent 1L	200	6c
Dish Wash Supa Liquid 375ml	375	4c
HOME		
No. of trigger bottles		
All Purpose Cleaner 1L	50	25c / trigger bottle
Orange Oil Multi Purpose Cleaner 375ml	15	81c / trigger bottle
Spray & Wipe Concentrate 1L	8	\$1.75 / trigger bottle
Glass & Chrome Cleaner 1L	8	\$1.88 / trigger bottle
Disinfectant 1L	100	15c / trigger bottle
Diso 375ml	75	15c / trigger bottle
Shower Clean 1L	8	\$1.75 / trigger bottle
Floor Cleaner 1L	50 (buckets)	26c / bucket

With Dominant products you can save money and be eco-friendly. 

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