

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	31c	↔	NapiSan Oxyaction Stain Remover 2kg	33	51c
Front Loader Phosphate Free Laundry Powder 1.5kg	75	30c	↔	Omo Small & Mighty Powder Front Loader 1.5kg	34	54c
Fabric Softener 1L	100	13c	↔	Cuddly Ultra Concentrate 500ml	22	26c
Dishwasher Powder 1kg	125	13c	↔	Finish Dishwasher Powder Regular 1kg	50	29c
All Purpose Cleaner 1L	50 trigger bottles	34c	↔	Ajax Spray n' Wipe Multi Purpose Trigger 500ml	1 trigger bottle	\$4.30
Glass & Chrome 1L	8 trigger bottles	\$2.01	↔	Windex Glass Cleaner Original Trigger 500ml	1 trigger bottle	\$4.52
Shower Clean 1L	8 trigger bottles	\$1.88	↔	Shower Power Cleaner Trigger 500ml	1 trigger bottle	\$6.49
Orange Oil Multi Purpose 375ml	15 trigger bottles	87c	↔	Pine O Clean Multi Purpose Orange Oil 500ml	1 trigger bottle	\$3.00

* Based on manufacturers recommended instructions.
Prices sourced from www.colesonline.com.au, September 2013

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		
Top Loader Laundry Powder 2kg	50	59c
Top Loader Laundry Powder Refill 1.5kg	38	51c
Front Loader Laundry Powder 2kg	100	32c
Front Loader Laundry Powder Refill 1.5kg	75	30c
Polar Laundry Powder 2kg (in front loader)	100	32c
Polar Laundry Powder Refill 1.5kg (in front loader)	75	30c
Sensitive Laundry Powder 2kg (in front loader)	100	35c
Sensitive Laundry Powder Refill 1.5kg (in front loader)	75	31c
Booster & Soak Oxygen Bleach 2kg	100	31c
Booster & Soak Oxygen Bleach 1.5kg	75	29c
Liquid Laundry Detergent 900ml	30	48c
Double L Liquid Laundry 375ml (in front loader)	75	20c
Wool & Fine Fabric Wash 1L (hand wash)	100	17c
Fabric Softener & Brightener 1L	100	13c
KITCHEN		
Dishwasher Powder 1kg	125	13c
Dishwasher Powder Refill 750g	93	12c
Dishwashing Detergent 1L	200	7c
Dish Wash Supa Liquid 375ml	375	4c
HOME		
	No. of trigger bottles	
All Purpose Cleaner 1L	50	27c / trigger bottle
Orange Oil Multi Purpose Cleaner 375ml	15	87c / trigger bottle
Spray & Wipe Concentrate 1L	8	\$1.89 / trigger bottle
Glass & Chrome Cleaner 1L	8	\$1.58 / trigger bottle
Disinfectant 1L	100	17c / trigger bottle
Shower Clean 1L	8	\$1.88 / trigger bottle
Floor Cleaner 1L	50 (buckets)	28c / bucket

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

