

Case Study 2

Danbrush International



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1. La oportunidad de negocio

DANBRUSH INTERNATIONAL diseña y desarrolla toda su gama de cepillos mediante un sistema patentado de válvula y cámara de agua. Este innovador sistema ofrece la enorme ventaja de permitir un lavado y cepillado con un ahorro del 35% de agua y detergente, a la vez que se libera al usuario de la necesidad de conectarse a cualquier toma de agua.



A2®
Scrub Brush with Water Chamber
 Active 2® is a scrub brush with polyester bristles and an aluminum telescopic stick, 800 - 1800 cm.
 Active 2® is the perfect solution for cleaning of vertical surfaces on f. Inst. boats, caravans, horse trailers, trucks etc. It is also suitable for many purposes within the industry.

Due to the unique international patent, water is quickly collected and subsequently slowly dispensed.

Use
 The brush soaks up water for 4-5 sec. and keeps it inside an integrated water chamber containing 340 ml. During washing the brush releases the water evenly for 40 sec. We recommend emptying the water chamber completely before refilling.

Advantages

- Perfect for cleaning of vertical surfaces - no water running down the stick.
- No need for access to a hose - simply use a bucket of water.
- Gentle towards surfaces.
- Large brush head - cleaning time is reduced considerably.
- Gentle towards the environment - saves up to 90% on both water and soap.
- The brush can be cleaned in water heated up to 110°C.
- Stands up against many chemicals.

Danbrush offers

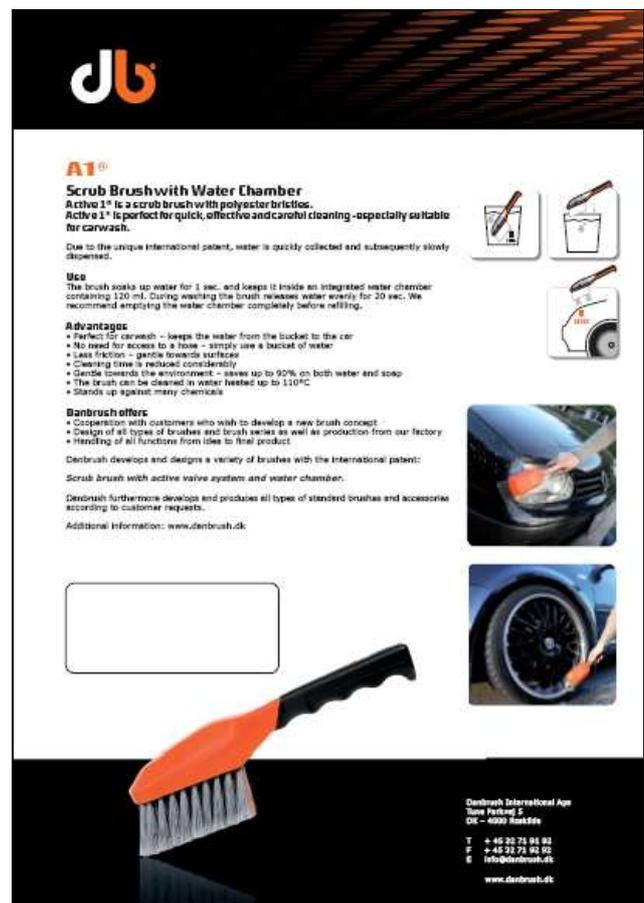
- Cooperation with customers who wish to develop a new brush concept.
- Design of all types of brushes and brush series as well as production from our factory.
- Handling of all functions from idea to final product.

Danbrush develops and designs a variety of brushes with the international patent: Scrub brush with active valve system and water chamber.

Danbrush furthermore develops and produces all types of standard brushes and accessories according to customer requests.

Additional information: www.danbrush.dk

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A1®
Scrub Brush with Water Chamber
 Active 1® is a scrub brush with polyester bristles.
 Active 1® is perfect for quick, effective and careful cleaning - especially suitable for carwash.

Due to the unique international patent, water is quickly collected and subsequently slowly dispensed.

Use
 The brush soaks up water for 1 sec. and keeps it inside an integrated water chamber containing 120 ml. During washing the brush releases water evenly for 20 sec. We recommend emptying the water chamber completely before refilling.

Advantages

- Perfect for carwash - keeps the water from the bucket to the car.
- No need for access to a hose - simply use a bucket of water.
- Less friction - gentle towards surfaces.
- Cleaning time is reduced considerably.
- Gentle towards the environment - saves up to 90% on both water and soap.
- The brush can be cleaned in water heated up to 110°C.
- Stands up against many chemicals.

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Sólo sumergiendo el cepillo durante 2-3 segundos, cualquier persona puede efectuar trabajos de cepillado y limpieza sin necesidad de manguera. Y todo ello con el beneficio de evitar los usuales derrames de líquido con consiguiente coste ecológico y de gasto de detergentes.

Toda la gama de productos cuenta además con un diseño ergonómico, inspirado en los mangos empleados por esquiadores y un estudio profundo de las necesidades del usuario en situación real de trabajo. Dado que el mercado Español cuenta con un especial atractivo por su demografía y enorme parque de automóviles, caravanas y embarcaciones, DANBRUSH decidió acometerlo con la ayuda de DEKER.



2. Resultados exitosos

Entre 2008 y 2009 DEKER llevó a cabo una investigación profunda del mercado de útiles de limpieza, ferretería, hogar y automoción. Los resultados de dicho estudio permitieron seleccionar e introducir el producto en el mercado Español a través de un contrato de distribución en exclusiva con un almacenista y comercializador de productos de limpieza activo tanto en el mercado de gran consumo, como en el industrial.