

ACDOCOSA wins international distributor award

Issued by [ACDOCO SA](#)

22 Jul 2016

Leading international consumer goods company, Church & Dwight, has bestowed ACDOCO South Africa ("[ACDOCOSA](#)") with the 2016 award for Consistent Growth and Successful Brand Relaunches. [ACDOCOSA](#) was one of only three countries out of a hundred that received an award at the ceremony held in Athens, Greece.

[ACDOCOSA](#) is a specialist brand-custodian and distributor, representing [Batiste Dry Shampoo](#), [Pearl Drops Whitening Tooth Polishes](#) and [Nair hair removal](#) for [Church & Dwight UK Ltd](#) in southern Africa.

[ACDOCOSA](#) won the award for delivering 145% YOY growth for Batiste Dry Shampoo and the successful relaunches of the Nair Argon Oil range and the 4-D platform for Pearl Drops including increasing the range. Church & Dwight revenues for southern Africa have increased by 200% from 2013 to YTD.

Managing Director & Chief Shopper Officer for [ACDOCOSA](#), Jason Frichol, says, "The award is testament to the good work that the team and the principal have put in. The partnership represents the perfect storm. Church & Dwight is perennially and consistently delivering bankable innovation to its offerings, in addition to continually investing to create consumer demand and shopper conversion. [ACDOCOSA](#) is primarily focussed on service and execution excellence spanning inbound and outbound logistics, retailer management, merchandising and in-store execution, operations and analytics."



From Left to Right: Brandon Pilling (ACDOCOSA Chairman), Linda England (C&D Export Business Manager), Sarah-Jane Edwards (ACDOCOSA Principal & Market Development Head) & Javier Boza (C&D European Export Director)

Norwegian [Aspire Brands](#) and Greece's [Sarantis](#) were the other two winners. Sarantis won for Outstanding Performance with the launch of [Batiste](#) during tough economic times, extending to the full range in just over a year and delivering higher revenues compared to other established markets in Europe. Aspire Brands won for Most Creative Marketing Campaign for their innovative [Batiste](#) 'No Hat Hair' campaign during the winter months which delivered plus 200% growth over the campaign period.

Sarah Edwards, Head of Principal Management & Market Development for [ACDOCOSA](#), says, "We have been representing the Church & Dwight portfolio for over five years now. Both the dry shampoo and oral whitening sub-categories have shown good growth with a lot of potential to still corner. This exemplifies one of the principal's key strategic goals – "Passionate about winning in their chosen categories with their distinctive brands through brilliant insight, innovation and execution."

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▪ **There is a new king condom in town** 24 Aug 2022

▪ **Get 2 shades whiter in 1 week with Pearl Drops Instant White** 14 Jul 2022

▪ **Celebrating 10 years of Batiste in Mzansi** 13 Jul 2022

▪ **Recyclable toothpaste tubes with Jordan's new packaging and formulation** 8 Apr 2022

ACDOCO SA



ACDOCO SA is a specialist consumer packaged goods distributor centred on the health and beauty sector. We are a subsidiary of Astley Dye Chemical Co. Ltd, founded in the UK in 1919, and have been in Southern Africa for over 20 years.

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