

# GREEN ↔ DIGITAL *Hackathon* TRANSFORMATION

RELEVI SPA

MANTOVA, 24 SETTEMBRE 2025

Organizzato da



In collaborazione con



In rete con



UNIMORE  
UNIVERSITÀ DEGLI STUDI DI  
MODENA E REGGIO EMILIA



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## Agenda

- RELEVI: Company Presentation
- The CHALLENGE: Brief Description
- DELIVERABLES of the Challenge

# GREEN ↔ DIGITAL *Hackathon* TRANSFORMATION



***European leader in the design and manufacture  
of homecare products***

# European leader in the design and manufacture of homecare products

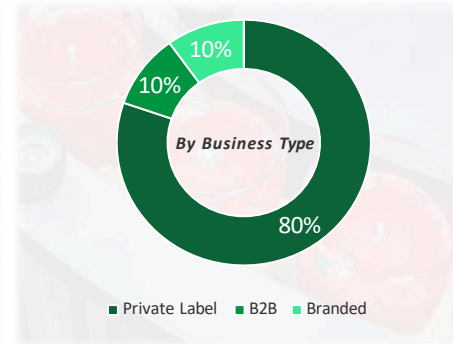
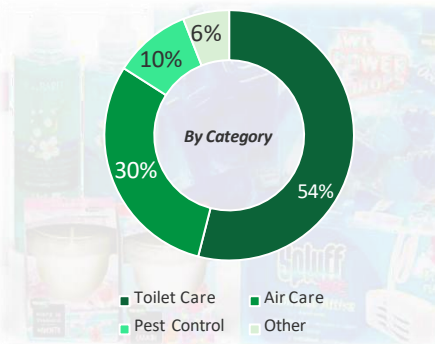
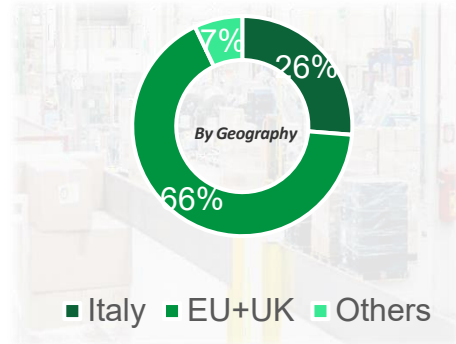


**140m**  
Products sold  
every year



**+300**  
Employees

## BUSINESS BREAKDOWN (2024)



## BROAD AND FREQUENTLY REVITALIZED PRODUCT PORTFOLIO

### TOILET CARE

*Toilet blocks and fresheners in all market formats, large range to cover all customer needs*

### AIR CARE

*Air care solutions in multiple formats, including gel-based air fresheners, reed diffusers and scented candles*

### PEST CONTROL

*Moth control products including gels, impregnated cellulose sheets, and tabs in multiple fragrances*

### OTHER

*Products designed to enhance “home feeling” from liquid laundry fresheners, to fridge and dishwashers*

# All-in-one manufacturing facility

STATE-OF-THE-ART PRODUCTION FACILITY LOCATED IN THE NORTH OF ITALY



**+30**  
Production  
lines



- *Founded by Federici Family in 1960*
- *Acquired by ProA Capital in 2021*

## RELEVI's TECHNOLOGIES

ODOUR ABSORBER  
IN GEL

SCENTED &  
INSECTICIDE  
CANDLEs

MOULD INJECTION OF  
SCENTED PLASTIC  
POLYMER

MIXING AND FILLING  
OF LIQUIDS

PERFUMED  
CELLULOSE PAPER

SOLID RIMBLOCK &  
MULTIELEMENT BLUE  
EXTRUSION

MOULD INJECTION  
INTEGRATED IN THE  
PRODUCTION DEP.

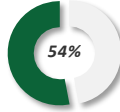
PHEROMONE TRAP

OSMOTIC MEMBRANE

## Frequently revitalized product portfolio and superior value proposition vs competitors

### EFFECTIVE AND INNOVATIVE HOMECARE SOLUTIONS...

#### TOILET CARE



*Toilet blocks and fresheners in a wide array of configurations to ensure optimal performance*



#### AIR CARE



*Air care solutions in multiple formats, including gel-based air fresheners, reed diffusers and scented candles*



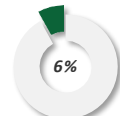
#### PEST CONTROL



*Moth control products including gels, impregnated cellulose sheets, and tabs in multiple fragrances*



#### OTHER



*Products designed to enhance "home feeling" from liquid laundry fresheners, to fridge, dishwasher and descaling solutions*



### ...DELIVERING SUPERIOR VALUE PROPOSITION VS COMPETITORS

#### LONG-LASTING SUPERIOR PERFORMANCE

Superior quality and performance across all product categories vs. competitors: (i) longer-lasting scent delivery (ii) better foam generation and (iii) stronger cleaning efficiency

#### COMPREHENSIVE OFFERING

Comprehensive product offering tailored for different home environments and spanning multiple technologies and devices

#### CONTINUOUS INNOVATION

Strong focus on R&D and innovation to anticipate and address customer needs also through continuous benchmarking, connections with external labs, universities, and suppliers

4

#### TAILORED SOLUTIONS

Ability to develop tailored solutions with commitment to highest standard of quality and performance while also complying with stringent regulations and rigorous efficacy and stability tests

#### SERVICE APPROACH AND PRODUCTION FLEXIBILITY

Best-in-class service approach and adaptable operational framework enabling rapid production adjustments to meet client demands while offering a unique range of features



% of 2024 Revenue



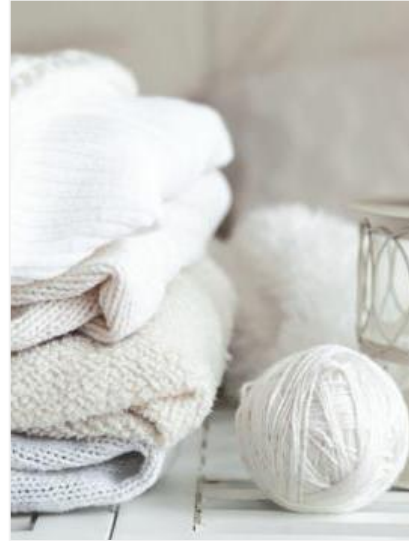
## Relevi Product Categories



AIR CARE



HOME CARE



PEST CONTROL



PET CARE

## Relevi HOME CARE\_TOILET



RIM BLOCK



BLU WATER CLEANER



MULTIELEMENTS





## Relevi AIR CARE



REED DIFFUSER



SCENTED CANDLE



SCENTED PEARLS



SCENTED GEL



## Relevi HOME CARE\_LAUNDRY



LAUNDRY BOOSTER



SCENTED SHEETS



SCENTED SACHS



SCENTED GEL



SCENTED PLASTICS

## Relevi HOME CARE\_KITCHEN



DEO FRIDGE



DEO DISHWASHER

## Relevi PEST-CONTROL



BIOCIDE FORMULATIONS



FREE ACTIVE PRINCIPLE FORMULATIONS



## Relevi PET CARE



REED DIFFUSER



CANDLE



PEARLS



WIPES



DETERGENTS



DETERGENTS



CLEANERS





# GREEN ↔ DIGITAL *Hackathon* TRANSFORMATION

## THE CHALLENGE

Brief Description



## “Green” Home Care Market Overview (Italy)

### A Niche Segment with Limited Penetration

Green product segment in the Home Care market remains marginal. Sustainable and eco-friendly solutions are currently present in few categories, primarily:

- Dishwasher detergents
- Hand dishwashing liquids



Other product categories covered by Relevi (e.g., laundry detergents, toilet cleaners) show limited availability of green alternatives.



# Toilet care market overview in Europe

## A niche segment with limited penetration



**€400 million European market value** (around)



### 4 key segments:

- Rim block (EU average price 1,97€/selling unit)
- Blu water cleaner (EU average price 1,40€/selling unit)
- Multielement (EU average price 1,80€/selling unit)
- Cageless (EU average price 3,60€/selling unit)



### 5 main brands currently competing in the market



Local Brands



Local Player



## How the WC rim block Market is Divided: 4 Core Segments



RIM BLOCK



BLU WATER CLEANER



MULTIELEMENTS



CAGELESS





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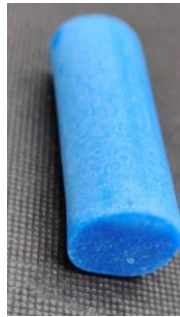
Technical Overview of Fragrant  
WC Tablets

## Types of Cages and Toilet Rim Blocks

1. Traditional Solid Monoblock
2. Refillable Solid Block
3. Multi-Element Solid Block
4. Co-Extruded Solid Monoblock / Multi-Element
5. Cage-Free (No Cage)
6. Gel with Cage
7. Liquid Rim Blocks

# Traditional Solid Monoblock

- Scented /With Fragrance
- With Bleach
- Water-Coloring Effect (Blue, Green, Purple)



## Refillable Solid Block

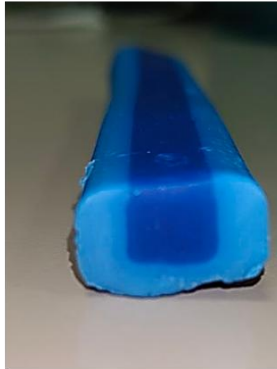
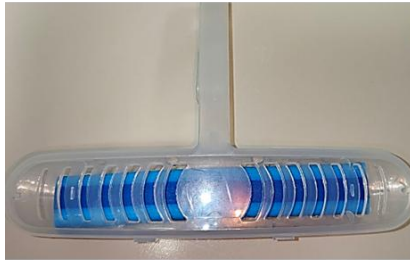


## Multi-Element Solid Block





## Co -Extruded Solid Block



## Cage-Free (No Cage)



## Gel with Cage



## Liquid Rim Blocks





All these effects are triggered upon contact between the soap and water:

- **Deliver Fragrance**
- **Clean and Hygienize**
- **Generate Foam**
- **Prevent Limescale Build-Up**
- **Dissolve Gradually Over Time**





# Undesirable Behaviors of a Toilet Rim Block

- **Clog the Toilet**
- **Stain the Toilet Ceramic**
- **Leave Residue in the Toilet Bowl**
- **Dissolve Immediately**
- **Last Indefinitely**



## RELEVI : The Challenge

Propose an original idea of

 **SUSTAINABLE WC RIM BLOCK**, which:

- overcomes consumer barrier on «green» products
- combines : Sustainability and Performance

*Evaluate any possible ways of delivering sustainability on the category of WC rim block, including plastic reduction, alternative design and materials, refillable devices, etc..*

## RELEVI NEW WC RIM BLOCK: Deliverables

- Presentation of the **Concept/ Idea**:  
*explain why consumers will be interested in buying the new product and why this product is Unique*
- Provide **Draft Design** of the new product and packaging:  
*must include proof of evidence of delivering Performance and Sustainability*
- **Price Positioning**:  
*identify a consumer price and a promotional policy consistent with the Concept Positioning*
- Develop a proposal of **Pack Communication**:  
*product name, claims on pack, graphic packaging design*
- Develop a proposal of **Marketing/ ADV Campaign**:  
*Claim and pay off of the Campaign, Possible creative directions*

# BACK UP

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# Relevi Toilet care Overview

A full-range product portfolio that spans all four key segments

BLU CISTERN



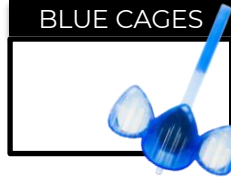
BLEACH



B+B CAGES



BLUE CAGES



BLU CAGE



CAGES



4 MULTIELEMENT



5 MULTIELEMENT





## RIM BLOCK



## RELEVI



## BLU WATER CLEANER



RELEVI





## MULTIELEMENTS



RELEVI

## CAGELESS





## COOP ALLEANZA (MN)





## ACQUA&SAPONE (MI)

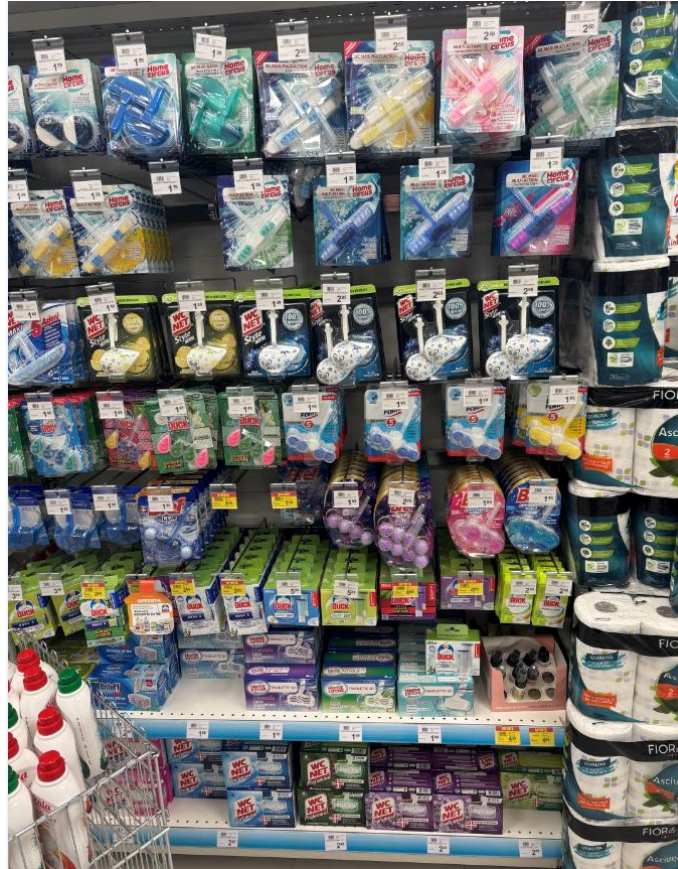


## ESSELUNGA (MI)





## TIGOTA' (BO)



## TESCO (UK)



## INTERSPAR (AUSTRIA)

