

Investing in brands for long-term growth



Randob Labs Ltd.

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Primary business: HEALTH CARE

Diaper rash creams, insect bite remedies,
sleep aids

Total Store Expo booth #xxx



CORNWALL, N.Y. — Randob Labs is a private, family-held company that has been in business since 1979. The company has been in the Creagan family since 1991, and current president Jim Creagan is the second-generation owner. Randob's focus is on providing safe, high-quality brands at excellent value. Randob has traditionally done well revitalizing and maintaining heritage brands. It has been able to achieve consistent double-digit growth year over year with this strategy.

The private ownership of Randob allows for long-term investment in brand health to introduce its products to new customers and grow market share. In 2018 Randob acquired the venerable Balmex brand. In 2019 Randob is committing to growing market share by deploying new marketing strategies, implementing new consumer-tested packaging creative, and working with the Emerson Group to penetrate new markets and provide outstanding service to current customers.

These growth initiatives apply across the entire Randob portfolio of Balmex, Sting-Kill and Dormin. Balmex has four baby SKUs including three sizes of a zinc oxide-based cream and one SKU of a petrolatum-based multipurpose ointment. "Balmex has been a trusted name in baby care for over 65 years, and the product doesn't merely rest on its laurels. The Balmex Cream is powered by zinc oxide, which provides a barrier against moisture and prevents chafing. Where Balmex goes above and beyond the competition is by neutralizing rash-causing irritants with botanical extracts. This third mode of action is what sets Balmex's unique formulation apart, says Creagan. Balmex baby has distribution at Walgreens, CVS Pharmacy, Rite Aid Corp., Publix Super Markets Inc. and Wakefern Food Corp., among others.

In addition to the Balmex Baby line there are also two Balmex Adult SKUs. These products are positioned to support an aging population with conditions ranging from light bladder leakage to incontinence. Creagan points out that Randob has been engaging in quantitative consumer research to aid in new packaging design and also to look at logical line extensions to further aid those suffering from leakage and incontinence as well as their caregivers. He says that Randob is currently working with selected retailers on both line extensions and display vehicles to aid in merchandizing these smaller items in the incontinence aisle. "The aisle is filled with larger packs, and it can be difficult for smaller items to be seen by customers. Randob is working with retailers on solutions that make it easier for customers and enhance retailer sell-through."

Sting-Kill is the cornerstone of Randob's first aid brands, which also include Fire Out for fire ant stings. "Sting-Kill is another name trusted by consumers and offers a superior formulation. Sting-Kill is the only product in the insect bites and stings category that offers

maximum-strength active ingredients for both pain and itch." Says Creagan. Sting-Kill comes in a unique swab delivery system as well as in wipes. It is available at Harris Teeter, H-E-B, Southeastern Grocers, Giant Eagle, the vast majority of independent pharmacies, and has alternative channel distribution in Tractor Supply Co. and Menards. Fire Out was launched in 2016 for the treatment of fire ant bites and stings, which are prevalent in Texas and the Southeast. Fire Out is in Harris Teeter and Southeastern Grocers.

Meanwhile, Dormin has been picked up by Bed, Bath & Beyond Inc., Harris Teeter, Bartell Drugs, Fruth Pharmacy, Stop n' Shop and Giant Landover. "Trusted by consumers for over 67 years, Dormin, available in easy-to-swallow capsules, is the No. 3 sleep aid brand in independent pharmacy," says Creagan, adding that "it contains the active ingredient doctors recommend most, is value priced and has attractive retail margins."

Creagan notes that Randob is in the process of revamping the packaging creative across the entire portfolio. Randob is utilizing consumer research to make sure that key points of product differentiation are communicated clearly to consumers. Another key goal of the project is the make sure that Randob's products catch the consumer's eye on a crowded shelf.

In addition to the investment in new packaging, Randob continues to support all product lines with a multichannel marketing approach. Creagan is pleased to report that Balmex Baby has seen year-over-year gains in 10 out of the last 11 months at a major drug store coming off of over 20 months of decline before Randob acquired the brand. "Our private ownership allows us to make investments in our brands for long-term brand health for both retailers and consumers. We aren't forced to focus on short-term tactics to achieve a quarterly number, and this allows us to grow our brands over the years."



Dan Creagan



Jim Creagan