

LESS BUGS, MORE FUN.
GET OUT THERE!



Repellents



CANADA'S #1 OUTDOOR BRAND

Coleman Brand Strength !



- **Consumer Confidence in Coleman Brand**
 - Trusted to enable your family to enjoy your Canadian Summer !
 - 97 % Brand Awareness
 - 87% Brand Advocacy (I would recommend this Brand)
- **Ultimate Outdoor Protection**
 - Deet and Icaridin (Deet Free) repellents
 - Product and Packaging structures are leading edge
 - Access to Global Innovations in Repellent Category
 - Products are registered with Health Canada for Claims, Safety and Efficacy
 - Innovative Citronella offerings to ensure Canadians maximize their Summer !
- **Coleman Repellents are poised to rejuvenate the Canadian Repellent Category**
 - Coleman allows for Co-Promotion within other categories where Coleman dominates
 - Willing and Able to Partner with Retailers to help drive sales and share !
 - Special Packs and Promotions
- **Headquartered in Canada, focused on the Canadian Consumer and Retailer concerns**
 - Executive is globally connected for Innovations & locally accessible and responsive to Canadian customer requirements
 - 30+ Years Experience in the category
 - Coleman is registered Trademark of The Coleman Company, Inc. and used under license

2024 Innovation Outlook



Canada's #1 Outdoor Brand



Coleman Tick Formula 113g

- Deet Free
 - 10% Icaridin
- Easy to Carry Format
- Up to 7 Hour Protection against Ticks
- The right Consumer Protection, Format and Price

Launch Date: January 15th, 2024



Coleman Sport Formula 113g

- Deet Free
 - 10% Icaridin
 - Superior Feel on Skin
- 7+ Hour Protection
 - Ticks , Mosquitos, Insects
- Easy to Carry Format
 - Backpacks
 - Golf Bag etc.
- The right Consumer Protection, Format and Price

Launch Date: January 15th, 2024



Coleman 10% Icaridin 142g

- Deet Free
 - 10% Icaridin
- 7+ Hours for Mosquitos, Ticks and Biting Insects
- Format Replaces 20% Icaridin 142g
- The right Consumer Protection, Format and Price

Launch Date: January 15th, 2024





DEET Product Range



- **Maximum Protection – up to 8 Hours**
- **Protection for the Whole Family**
- **Range of Protection to match your activity**
 - **Maximum protection for the full day**
 - **Less duration for evening campfires and before bed**
- **Spray, Lotion and Liquid Pump formats**



Deet Liquid and Lotion Formats

- Deet Liquid
 - 30% Deet, 50ml & 100ml
 - Maximum protection , perfect for fishing tackle box, day trips and the outdoors
 - 7.5% Deet 100ml
 - Great for evening activities, and safe for the whole family (6+ months)
- Deet Lotion
 - 30% Deet 240ml
 - Maximum protection for the avid outdoor enthusiast





Deet Aerosol Formats

- 30% Deet, 230g
 - Hero Sku of category, Maximum 8 Hour Protection
- 30% Deet ,170g
 - Maximum 8 Hour Protection for all activities
- 10% Deet, 170g
 - Effective protection for full family, great for evening activities





ICARIDIN Product Range



- **Maximum Protection – up to 7 Hours**
- **Protection for the Whole Family**
- **Range of Protection to match your activity**
 - **Maximum protection for the full day**
 - **Less duration for evening campfires and before bed**
- **Spray, and Liquid Pump formats**



Icaridin Aerosol and Liquid Formats

- New 10% Icaridin Aerosol
 - 7 Hour protection to support your day's activities
 - Effective protection for the whole family (safe for use on people 6+ months old)
- 20% Icaridin Liquid, 100ml
 - Maximum protection
 - Effective protection for the whole family (safe for use on people 6+ months old)



SPECIALTY PRODUCTS

- Deet Free Product Line
- Convenient size for storage and on the go
- Consumer Friendly sizing and Acquisition Cost



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OUTDOOR

CAMPING • BACKYARD • PATIO

Outdoor

- Maximize your Canadian Summer Fun
- Get out and Stay out there !



Coleman Citronella Candle Product Range



Campfire Scented
25+ Hour Burn Time



Pine Scented
25+ Hour Burn Time



Iconic Coleman Lantern
70+ Hour Burn Time
Citronella Candle



Coleman Custom Programs

- Coleman willing to work with key partners to drive share
- Contact your Sales Rep to investigate opportunities



First Aid

- A trusted Brand name in the category
- Planogram and Online sales channels
- Sporting Goods and First Aid Section placement



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Coleman First Aid Kits



ALL-PURPOSE FIRST AID KIT

- **40-piece kit** contains most commonly used first aid components
- Nostalgic brushed metal tinplate with a hinged top
- Ideal for auto, home or camp
- Embossed first aid cross for easy identification in the dark
- Environmentally conscious – 100% recyclable

ALL-PURPOSE TIN CONTENTS

- 6 – Adhesive bandages, 2.5cm x 7.5cm
- 4 – Small bandages, 4cm x 1cm
- 2 – Spit bandages, 2cm x 2cm
- 2 – Butterfly bandages, medium
- 2 – Knuckle bandages, 7.5cm x 3.75cm
- 2 – Fabric fingertip bandages, 5cm x 4.5cm
- 12 – Safety pins, assorted (S, M, L)
- 1 – Razor blade
- 8 – Alcohol wipes
- 1 – Reusable tin

Colepurpose



PERSONAL SURVIVAL KIT

- **60-piece kit** offers an expanded inventory of the most commonly used first aid components, including waterproof matches
- Nostalgic brushed metal tinplate with a hinged top
- Embossed first aid cross for easy identification in the dark
- Environmentally conscious – 100% recyclable
- Crush-resistant tin protects contents

PERSONAL SURVIVAL TIN CONTENTS

- 10 – Adhesive bandages, 2.5cm x 7.5cm
- 10 – Small bandages, 4cm x 1cm
- 6 – Butterfly bandages, medium
- 2 – Knuckle bandages, 7.5cm x 3.75cm
- 2 – Fabric fingertip bandages, 5cm x 4.5cm
- 2 – Gauze pads, 5cm x 5cm
- 14 – Alcohol wipes
- 12 – Safety pins, assorted (S, M, L)
- 1 – Razor blade
- 1 – Reusable tin

Colesurvival



FAMILY FIRST AID KIT

- **107-piece kit** contains expanded inventory of the most commonly used first aid components for larger groups
- Nostalgic brushed metal tinplate with a hinged top
- Embossed first aid cross for easy identification in the dark
- Environmentally conscious – 100% recyclable
- Crush-resistant tin protects contents

FAMILY TIN CONTENTS

- 15 – Adhesive bandages, 2.5cm x 7.5cm
- 15 – Small bandages, 4cm x 1cm
- 4 – Spot bandages, 2cm x 2cm
- 4 – Butterfly bandages, medium
- 4 – Knuckle bandages, 7.5cm x 3.75cm
- 4 – Fabric fingertip bandages, 5cm x 4.5cm
- 2 – Gauze pads, 10cm x 10cm
- 4 – Gauze pads, 5cm x 5cm
- 12 – Safety pins, assorted (S, M, L)
- 1 – Adhesive tape roll, 1.2cm x 2.25m
- 23 – Alcohol wipes
- 18 – Waterproof matches
- 1 – Reusable tin

Colefamily



SURVIVAL & EMERGENCY PREP KIT

- **128-piece kit**
- Durable, semi-hard case protects contents
- Expanded inventory of first aid components for longer trips and larger groups

SURVIVAL & EMERGENCY PREP KIT CONTENTS

- 22 – Alcohol wipes
- 31 – Adhesive bandages, 2.5cm x 7.5cm
- 3 – Fabric strip bandages, 7.5cm x 2.2cm
- 2 – Knuckle bandages, 7.5cm x 3.75cm
- 6 – Butterfly bandages, medium
- 1 – Compress bandage, 5cm x 5cm, bulk
- 1 – Adhesive tape roll, 1.25cm x 2.25cm
- 1 – Elastic support bandage, 5cm x 4.5m
- 1 – Triangular (sling) bandage
- 1 – Steel forceps, 9cm
- 1 – Scissors, 10cm
- 12 – Safety pins, assorted (S, M, L)
- 40 – Waterproof matches
- 1 – Survival blanket, 213cm x 132cm
- 1 – Whistle
- 1 – Pair disposable vinyl gloves
- 1 – LED flashlight
- 1 – Q&A pack, small
- 1 – Zip pouch

Coleemerg

Tick Removal Kits

- Human Tick Removal
- A Kit for Your Pet's Safety !
- Reusable and resealable bag
- Contents are the same for each kit
 - Packaging allows for correct targeting and placement(s) in store



Tick Removal Kit

	Contents
Gauze Roll, 7.5cm x 4.5m	1
Tweezers with Magnifying Glass	1
Set of Tick Removal Tools (Small and Large)	1
Plastic Vials	1
Tick Identification Card	1
Tick Removal Instruction Card	1
Record of Tick Removal Card	1
Plastic Strip Bandages, 7.5cm x 2cm	1
Alcohol Wipes	4
Pair of Disposable Gloves	1