



COLGATE *toothpaste*

CORPORATE LOGOS

Colgate Palmolive – Company History

Colgate-Palmolive is an American multinational consumer products company focused on the production and distribution of household, healthcare and personal care products such as, soaps, detergents, and oral hygiene products (including toothpaste and toothbrushes). This article focuses on the logo of the product, Colgate and not of the company, Colgate-Palmolive.

HISTORY OF THE COMPANY

Colgate

William Colgate was born in England on 25 January, 1783. He came to New York City and obtained employment as an apprentice to a soap-boiler and learned the business. He closely watched the methods practiced by his employer, noting what seemed to him to be mismanagement, and learned useful lessons for his own guidance. At the close of his apprenticeship, he opened up a starch, soap and candle factory under the name of "William Colgate & Company". He was able, by correspondence with dealers in other cities, to establish his company in the business and became one of the most prosperous men in the city of New York. In 1857, William Colgate died and the company was reorganized as "Colgate & Company" under the management of Samuel Colgate, his son.

In 1873, the firm introduced its first aromatic

toothpaste sold in jars. Later, in 1896, the Colgate Company added another innovation – Colgate Ribbon Dental Cream – and became the first company to sell toothpaste in a collapsible tube. By 1908, they initiated mass sale of toothpaste in the U.S.A.

Palmolive

Another company in the U.S.A, the B.J. Johnson Company was making a soap entirely of palm and olive oil. The soap was popular enough for the company to be renamed after it – "Palmolive". At the turn of the century, Palmolive was the world's best-selling soap. In 1928, Palmolive bought the Colgate Company and renamed the merged companies "Colgate-Palmolive Company", the current name.

Colgate-Palmolive Today

Today, with sales surpassing \$15 billion, Colgate focuses on four core businesses: Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate now sells its products in over 200 countries and territories though it is



Started in year 1937 in India, Colgate-Palmolive is Rs1,300 crore company spread across 4.5 million retails outlets out of which 1.5 million are direct outlets making it almost synonymous with toothpaste here.

publicly listed in only two, the United States and India.

Colgate Toothpaste

Colgate Palmolive Company is a manufacturer of a wide range of toothpastes and toothbrushes. Colgate is one of the

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RaoSpeak



The Colgate (toothpaste) logo has made a virtue of simplicity and consistency. Using bold, italics, sans-serif font on a bright red background, the company has faithfully abided by the design all through the years since its inception. No change has been made to the logo design! Another strategy has been to use various shades of blue for all the brand extensions. Thus, the judiciously balanced use of these three colours – red, white and blue has been the centre piece of the company's logo design ideology.

The Colgate logo is a rare example, wherein the product logo, on account of its strength and charisma, has far outstripped the corporate logo in furthering the business prospects of the parent company.



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CORPORATE LOGOS

“ This article is about the Colgate (toothpaste) logo and not about the logo of the company – Colgate Palmolive – that manufactures the toothpaste. The Colgate logo is a rare example, wherein the company product logo on account of its strength and charisma has far outstripped the corporate logo in furthering the business prospects of the parent company.



Colgate tooth powder made especially for the rural markets in India

List of Fifty Most Trusted Brands in India for 2011

1	Nokia	26	Levi's
2	TATA	27	Dell
3	SONY	28	HDFC
4	LG Electronics	29	HCL
5	Samsung	30	Microsoft
6	Reliance Industries	31	Nike
7	Maruti Suzuki	32	IBM
8	LIC	33	BMW
9	Airtel	34	Onida Electronics
10	Titan	35	ICICI
11	State Bank of India	36	Pepsi
12	Bajaj Group	37	Wipro
13	Hero Honda	38	Idea Cellular
14	Reebok	39	Hindustan Unilever
15	Infosys	40	Pond's
16	Vodafone	41	Dove
17	Colgate (toothpaste)	42	Videocon
18	Bata	43	Hyundai
19	Haier	44	Lee
20	Raymond Group	45	Dabur
21	Adidas	46	Dettol
22	Godrej Group	47	Lakme
23	HP	48	Birla
24	Lux	49	Apple Inc.
25	Philips	50	McDonald's

namesake brands of the Colgate Palmolive Company. From 1940 to 1960, an advertising campaign for Colgate toothpaste used the slogan "It cleans your breath while it cleans your teeth". As of 1960, the slogan was "The Colgate ring of confidence".

Colgate in India

Established in the year 1937 in India, Colgate-Palmolive is today, a Rs.1,300 Crore company spread across 4.5 million retail outlets out of which 1.5 million are direct outlets making it almost synonymous with toothpaste here.

From a modest start in the 1930s, when hand-carts were used to distribute Colgate dental cream toothpaste, Colgate Palmolive (India) today has one of the widest distribution networks in India – which is a logistic wonder that makes Colgate available in around 43 lakh retail outlets in the country. The company dominates the Rs. 3,500 Crore Indian



toothpaste market with more than 50 per cent market share finding acceptance in both the rural and urban areas.

Colgate (toothpaste) has been ranked the 17th most trusted brand in India by The Brand Trust Report 2011. Though 17th in the list, it is the first in the list as far as FMCG (Fast Moving Consumer Goods) companies go. ■