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Ambitious entrepreneurs tackle odour problem

Moncton-based entrepreneurs are making a big splash in North America by tackling the universal problem of embarrassing bathroom odours.

Luc Jalbert and Don Goguen of Prelam Enterprises have seen their latest innovation, the aptly named Just'a Drop™, take off in Canada.

The product is a revolutionary toilet freshener - one drop in the bowl before you go that neutralizes offensive odours before they become an embarrassing problem. With a firm grasp of the Canadian market now in hand, Prelam is looking to grow its success south of the border.

In 2004, while on a quest to find new and innovative products for Prelam's air care line, Jalbert sourced the formula that would change Canadian bathroom habits. The non-toxic substance requires only a

drop to seal in unpleasant toilet odours and allows them to be flushed away before they can escape into the air.

"It was like finding gold," says Jalbert. "I knew immediately that I had a winner on my hands." After designing attractive packaging and catchy, relevant tag lines, Prelam began marketing Just'a Drop from its Moncton headquarters to large retailers across Canada in March 2005. In recent months, Jalbert says Just'a Drop has been showing sustained sales growth in Canada and is available at major retailers such as: Wal-Mart, Jean Coutu, Metro, IGA, Loeb, Super C; select Shoppers Drug Mart (Maritimes and Quebec) and Home Hardware (Maritimes); and (coming soon) Loblaws and Atlantic Superstores in Ontario and Atlantic Canada.

