

Prunelax, enters Sam's Club USA

Garden House Laboratories, through its product Prunelax, enters Sam's Club, a subsidiary of Wal-Mart, consolidating as a leading laxative in the Hispanic segment of the United States.

(August, 2012) SAM's Club, a division of Wal-Mart Stores, is the eighth largest retailer in the United States, and an undisputed leader in the shopping membership clubs. It currently registers 47 million members who can save up to 30% in their shopping if compared to other traditional retailers.

Sam's Club has over 610 stores, 90 of which will count with Prunelax, the Chilean laxative, well known throughout Latin America as Ciruelax. This division of Wal-Mart represents 12% of the holding's sales (Wal-Mart USA 62%, Wal-Mart International 26%), but the sales by store are significantly higher than the traditional Wal-Mart store.

Sam's Club's 90 stores are located mainly in Texas and California (66% of them). The rest are distributed mainly in the states of New Mexico, Colorado and Florida, all of which are densely populated by Hispanic consumers.

Among the major cities where Prunelax will now be available are Los Angeles, San Diego, Dallas, Miami, Houston, Chicago and Las Vegas. The product will be sold in its jumbo format of 150 pills.

The introduction of Prunelax in Sam's answers to its new strategy, which prioritizes the business of Health and Wellness in its stores to differentiate from other clubs and gain the loyalty of its members, as part of the division's plan to increase its market share, which now reaches 37% in the Club category.