

ACDOCO relaunches Jordan Oral Care

Issued by [ACDOCO SA](#)

3 Sep 2018

Specialist consumer packaged goods brand-custodian and distributor, [ACDOCO SA](#) has announced that it is been appointed as the exclusive South African distributor for multi-award winning, global oral care brand, Jordan.



Leading European Consumer Packaged Goods (CPG) group, [Orkla](#), acquired Jordan back in 2012 and the brand has enjoyed double digit value growth year-on-year. The accelerated growth has been driven by the group's continued investment in research, innovative product development and an expansive strategy centred on Europe and Asia.

"Jordan arguably offers some of the best innovation that the category has seen for some time encompassing design, utility, function and a holistic offering for individuals and families alike," states Jason Frichol, ACDOCO SA's managing director. "Simply, Jordan offers high quality, exceptional value and leading design. A sensorial and compelling offering for retailers, their shoppers and consumers".

ACDOCO SA has launched five ranges in South Africa. The superior [Step-by-Step](#) kids range that helps parents promote healthy oral care habits includes Step 1 (0-2 years) to help kids get used to the brushing routine, Step 2 (3-5 years) facilitates longer brushing sessions and Step 3 (6-9 years) is tailor made for mix of milk and permanent teeth. The precision Jordan Target range offers solutions for [sensitive teeth](#), [healthy teeth and gums](#) and [whitening stain removal](#). [Ultimate You](#) is a Red Dot Design winner combining leading fluorescent design and ergonomics. [Jordan Individual](#) is the brand's bestselling toothbrush that comes in an array of contemporary designs to suit every preference. Lastly, Expert Clean is Jordan's most sophisticated toothbrush with advanced Clean tech™ bristle technology and GumCare™ bristles.

The ranges are available nationally at [Clicks](#) and at selected [Spars in Gauteng](#). The full [product catalogue is available online](#).

- **Jordan launches new Ultralite toothbrush with 50% less plastic** 2 Nov 2022
- **There is a new king condom in town** 24 Aug 2022
- **Get 2 shades whiter in 1 week with Pearl Drops Instant White** 14 Jul 2022
- **Celebrating 10 years of Batiste in Mzansi** 13 Jul 2022
- **Recyclable toothpaste tubes with Jordan's new packaging and formulation** 8 Apr 2022

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ACDOCO SA is a specialist consumer packaged goods distributor centred on the health and beauty sector. We are a subsidiary of Astley Dye Chemical Co. Ltd, founded in the UK in 1919, and have been in Southern Africa for over 20 years.

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