

PRESS RELEASE

Remington launches innovative mobile commerce site

London, 8th November 2012

Spectrum Brands, a global consumer products company with market-leading brands, announced today that an mCommerce enabled, mobile-optimised version of its UK personal care Remington website has been launched.

Designed and built by leading mobile marketing agency, [Incentivated](#), the site is a transcoded version of the brand's desktop website, providing access to the full range of Remington products from hair dryers to electric shavers.

The innovation for this transcoded site (<http://uk.remington-europe.mobi>) comes through the UI and UX brought to life through template designs and menu structures. Echoing the design elements of the website, Incentivated have enabled dynamic, split-screen image-based menus, using swipe gestures for intuitive interactivity and ease of searching and browsing through the site.

The split screen allows for Remington “hero” products to be promoted – and for these heroes to be dynamically updated as offers change or new products are released. Because the site is transcoded, any content changes made to the website are automatically fed through to the mobile site without any further editing being needed.

Secure integrated payment technology allows product purchases to be completed through the mobile-optimised checkout.

Katie McLean, European Digital Manager, Spectrum Brands: “We are pleased to be able to bring our products to our customers through their mobile devices. Presenting a cookie-cutter site to our customers was never an option for Remington. They, and we, are more sophisticated than that and we are delighted to be able to provide them with a fully transactional site that maintains our brand integrity.”



Jonathan Bass, Managing Director, Incentivated: “Mobile is fundamentally different from desktop browsers and you can’t just pare down a site to ‘make it work’ for mobile. Being able to deliver this site for Remington which pays as much respect to their brand and the design challenge in providing customers with an experience that works with the phone’s capabilities and strengths, such as the swipe for touchscreen phones and ‘click to call’ buttons.

We believe this is another great example of a company understanding that mobile is critical to their future success, but not compromising their brand in order to deliver for their customers.”

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For further information

Jason Cross, Marketing Director
Incentivated
+44 (0) 20 7392 2323

press@incentivated.com

www.incentivated.com

About Remington

Remington is "How the World Gets Ready". With fiscal 2010 net sales of \$474 million, Remington is a global leader and innovator of affordable hair care, flat irons/straighteners, rotary and foil electric shavers, personal groomers, moustache and beard groomers, and haircut kits. For more information about Remington, visit uk.remington-europe.com.

About Spectrum Brands Holdings, Inc

Spectrum Brands Holdings, Inc., a member of the Russell 2000 Index, is a diversified global consumer products company and a leading supplier of batteries, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn & garden and home pest control products, personal insect repellents and portable lighting. Helping to meet the needs of consumers worldwide, the Company offers a broad portfolio of market-leading and widely trusted brands including Rayovac(R), Remington(R), Varta(R), George Foreman(R), Black & Decker(R), Toastmaster(R), Tetra(R), Marineland(R), Nature's Miracle(R), Dingo(R), 8-in-1(R), Littermaid(R), Spectracide(R), Cutter(R), Repel(R), and Hot Shot(R).

Spectrum Brands Holdings' products are sold by the world's top 25 retailers and are available in more than one million stores in more than 120 countries around the world. Spectrum Brands Holdings generated net sales of \$3.1 billion from continuing operations in fiscal 2010. For more information, visit spectrumbrands.com.

About Incentivated Ltd

Incentivated (incentivated.com) is an independent technology company with 10 years' experience operating exclusively in the [mobile marketing](#) services sector.

We help our international client base engage with their customers by designing, developing and delivering integrated acquisition, retention (CRM) and transaction ([mCommerce](#)) campaigns and services for mobile.

Our proprietary technology and specialist staff are well positioned to help brands, the public sector and charities to develop everything from [enterprise messaging](#) (SMS & MMS) through [mobile internet sites](#), to server-side software or handset [applications](#), including web-apps, for 'smartphones' and feature-phones.

We also provide [strategic](#), [creative](#) and technical advice for the use of mobile by businesses to raise awareness, deliver marketing ROI and provide customer service, as well as other [managed services](#).



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