

Procter and Gamble

Procter & Gamble Facts

- Built in 1975
- Located at 355 University Ave., Belleville
- Plant manager since 1990 is Rob Wight
- makes diapers and feminine hygiene products
- 1837: William Procter and James Gamble start their joint soap and candle-making business in Cincinnati, Ohio.
- 1850: The moon and the stars begin to appear around this time as the unofficial trademark of Procter and Gamble. Dock workers use the symbol to distinguish boxes of star candles.
- 1859: Twenty-two years after the partnership was formed, P&G sales reach \$1 million.
- 1879: Inspiration for the soap's name - Ivory - came to Harley Procter, the founder's son, as he listened to the Psalms reading of "the ivory palaces" one Sunday in church. The name seemed a perfect match for the soap's color, purity and long-lasting qualities.
- 1889: P&G employees number 600 and sales top \$3 million.
- In Canada P&G started in 1915 when a plant opened in Hamilton.
- 1902: P&G introduces White Naphtha, a laundry soap for scrubbing clothes on a washboard. Eighteen years later, it is the largest selling soap in the world.
- 1927: Camay, a new beauty bar, is introduced nationally.
- 1933: "Ma Perkins", a radio serial program sponsored by P&G's Oxydol soap powder, airs nationally. Its popularity leads P&G brands to sponsor numerous new "soap operas."
- 1946: Dreft, the first light-duty synthetic detergent for all-around household use, and Spic and Span, come to Canada. Tide, hailed as a "washday miracle" is introduced in 1948. Cheer follows in 1951.
- 1962: Crest toothpaste - a triumph over tooth decay - comes to Canada. This becomes the base on which P&G's toilet goods business will thrive.
- 1972: Pampers, P&G's first disposable diaper, is expanded nationally.
- 1975: plant starts in Belleville to produce Pampers disposable diapers. The plant covers 15,750 sq. metres on a 64 - hectare site in the city's northeastern industrial park.
- 1977: In Belleville, a warehouse expansion of the plant is completed to meet growing business needs.
- 1979: The Belleville plant undergoes a major capacity increase when more Pampers lines are added.
- 1984: Belleville's plant is expanded to produce Always feminine hygiene products.
- 1986: Belleville's plant increases its office space and expands to produce Always Plus.
- 1990: Net sales reach \$1.4 billion. About 200 new jobs are created when P&G Canada obtains exclusive rights to manufacture Always Pantliners (at Belleville) and others for the North American marketplace.



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