



Paper for people



HELLO *and* WELCOME ABOARD

Looking for a quick and easy way to clean? Well, look no further because Regina Blitz is here!

Welcome to this fabulous project which will see you cleaning your home with ease, inside and out.

The versatility of Regina Blitz household towels means you won't just wipe down household surfaces, add shine to mirrors and mop up large spills but also clean up garden and DIY mess.

And let's face it, when our chores are quick and easy, we have more time to do the things we love.

Ready?

Then don't just clean it, Regina Blitz it!





your MISSION CHECKLIST

Over the next three weeks, you will be tasked with some very important project missions:

1

Put the Regina Blitz household towel to the test and enjoy pristine clean perfection – inside and out!

2

Share your Regina Blitz moments to Facebook, Instagram or TikTok using **#ad #ReginaBlitzIt #WheresMyReginaBlitz #ReginaBlitz** and **@trnduk**

3

Chat to your friends about Regina Blitz and share their feedback with us using the online 'Ask your friends' sheets on your personal dashboard

4

Fill in the Final Survey at the end of the project and enjoy the unique opportunity to feed back directly to the brand

WHY IS REGINA BLITZ

special?



Regina Blitz is a multipurpose household towel that's about to become your go-to product for everyday cleaning. But, what makes it special? We're glad you asked...

THE ULTIMATE HOUSEHOLD CLEANING ESSENTIAL

Regina Blitz is the paper towel you didn't know you needed!

Rather than using a sponge for this, a cloth for that and a paper towel for the other, Regina Blitz can handle it all. Use for mopping, shining, cleaning and dusting.

DON'T JUST CLEAN IT, BLITZ IT!

Never quite found the right cloth for polish? Use Regina Blitz on glass and glossy surfaces for a streak-free shine.

TRIPLE LAYERED STRENGTH FOR ALL CLEANING NEEDS

Thanks to its super absorbency, Regina Blitz is perfect to mop up spills. Plus, its 3-ply sheets are 60% larger than standard paper towel sheets, allowing you to quickly and effectively clean all surfaces.

PAPER FROM RESPONSIBLE SOURCES

Regina Blitz is obtained from responsibly managed forests and controlled sources and produced using FSC® certified raw materials.

RESPECTING THE ENVIRONMENT

Packaged in 100 % recyclable paper packaging.

Where should I use my **Regina**

Blitz?

Use in the living room to
make surfaces shiny and
streak free...

... in the garden to clean
up garden mess...



... and in the study to mop
up that coffee spill in
record time...

... really just about anywhere you'd use a cloth or
paper towel. Show us where is YOUR Regina Blitz!

Psst... Now you can also win with Regina Blitz!

Simply buy a promotional 2 or 3-roll pack of Regina Blitz, enter the unique code found inside the pack over on their promo site, and be in with the chance to win valuable prizes! What can you win? Everything that helps keeping a tidy home easy, starting from smart appliances to supermarket vouchers!

Spread the word so your friends don't miss out either.

[Click for more details](#)

Get social: **#ReginaBlitzIt**

As part of this exclusive project, your mission is to let your friends know about Regina Blitz and show them where you use yours. We've created 2 fun challenges, to help you spread the word about your new easy cleaning routine:

1

The **#ReginaBlitzIt** challenge

Put your Regina Blitz household towels to the test around your home (the more unique place the better!), then take to social media to share your results in a carousel post. Polish mirrors, mop up spills and clean the car to show how versatile Regina Blitz is.

Why not invite friends round and get them in on the challenge too?

2

Get creative with reels and videos

It's time to get creative! Create short videos and reels of your Regina Blitz in action. Put it to the test in different areas of your home and garden and show before and after shots to illustrate the versatility of Regina Blitz.

Want more ideas?
Check out our project
blog and newsletters!



Remember, every time you share to social channels use **#ad**
#ReginaBlitzIt #WheresMyReginaBlitz #ReginaBlitz, and tag **@trnduk!**

INSIDER TIPS *for the* BEST POSTS

Want to know what to do to make your content shine?
We've put together some handy tips below...

DO... ooo

- Show how versatile Regina Blitz towels are (think outside the box!)
- Make sure you refer to the product as “Regina Blitz” (not just Regina or Blitz)
- Show the product in use and include the other unopened pack in shot too
- Shoot in good lighting
- Try to make videos and reels around 15-30 seconds in length
- Always use **#ad #ReginaBlitzIt #WheresMyReginaBlitz #ReginaBlitz** and tag **@trnduk** in your caption!

DON'T... ooo

- When referring to Regina Blitz, please use ‘household towel’ or ‘paper towel’ – they’re so much more versatile than just ‘kitchen towels’
- Don’t show competitor / other brands
- Avoid posting blurry / dark photos and vids
- Avoid crumpling the paper sheet during usage

How to

REACH OUT TO YOUR FRIENDS?



One of your main missions in this project is to spread the word about Regina Blitz. Want some ideas to get started?

Chat to friends and find out who's tired of using multiple cloths and towels. Let them know that Regina Blitz can do it all.

Hold an autumnal garden party and show them your new cleaning buddy works just as well outdoors!



Offer to give your buddy a lift and let them know they can use Regina Blitz in the car to clean it and make surfaces shiny!

For every conversation you have, share your "Ask your friends" link, so that friends can feed their thoughts and comments back to us!

Take me to the online 'Ask your friends' sheet

ENJOY &
happy testing



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[Click to check the whole Regina portfolio](#)

[Regina Blitz](#)

Any questions?

Drop us an email at dorinka@trnd.com