

Background: IKB Product Line

Discovery

IKB soap made its way to the United Kingdom more than 20 years ago from its native land of Nigeria. In Nigeria, the IKB brand is widely used and highly respected by the people as a 'household' name. IKB is known as 'the soap your mother uses' and has been passed down from generation to generation. The story goes...

The first IKB soap was created by Chief Ike Igboanugo; and the acronym 'IKB' was derived from his childhood nickname IKB. In the early 1980s he decided to create a brand of medicated soaps and creams that differed greatly from traditional medicated smelling soaps people used at the time. After conducting a survey among different generations and age groups in the Nigerian market to find which scents were most appealing, the current fragrance was discovered and has become the primary base of the success of the product.

When Chief launched his new soaps and creams, IKB, a pink and pleasantly perfumed mixture, the Nigerian people adored it! IKB differed from the general medicated smelling soaps and still today IKB is a name people have grown to love, trust and adore and continues to be passed down from generation to generation.

How IKB made its way to the UK

In the mid 1990s the owner of Mitchell Group Michel Farah and his wife Cora entered into an exclusive sourcing and distribution partnership with Chief Igboanugo. Cora then took the product, redesigned the packaging and re-launched the product in the United Kingdom.

Once again, the pink perfumery fragrance of the IKB soap and cream was a hit. The scent and effective formulation is the key to the continued success of the product in the UK and in Africa. For the past 25 years the product has been continuously distributed and advertised in West Africa. At one stage even Nigeria Airways tickets all bore and IKB logo on them!!!!

IKB and the current UK market

In recent years, illegal manufactures have 'hijacked' the IKB brand name, logo and packaging and reproduced counterfeit IKB product. We at Mitchell Group EU feel that this has compromised the quality of the IKB products and the trust and safety of our customer.

Naturally as time passes and things develop so have we. In recent years Mitchell Group has developed newer technology, which has permitted us to enhance the IKB product line and re-launch the product.

While keeping the original IKB soap, we have introduced a re-formulated soap with micro beads as well as additional new products to the line.

The packaging of the product has been redesigned to differentiate the new and trusted product from the older packaged and counterfeit versions out on the street. All authentic IKB products will have the Mitchell Group logo on the packaging. We have also created a phone number for retailers and consumers to call to report any incidences of counterfeiting and that number is: 0800 xxx xxxx.

For more information or to arrange an interview please call or email:

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