

Twinsaver launches 'Project Portaloo'

As part of their 'Softer side of South Africa' campaign, Nampak Tissue's Twinsaver brand, plans to show its 'softer side' by providing clean and hygienic washroom facilities to people attending various events during 2010.



Essentially Nampak Tissue's Twinsaver brand strives to show their 'softer side' by providing clean portable washroom facilities designed to feel like a bathroom in your own home - hence the launch of 'Project Portaloo'. Consumers can now expect a sparkling clean environment and a brief respite from the chaos of the event outside.

The brand has purchased six double executive portable toilets which will be allocated to four major regions in South Africa. Not only are the portaloo's being branded on the outside, but the interiors are getting a facelift too. Using vinyl application, the portaloo's will be transformed into luxury loo space, complete with flowers, curtains and framed pictures.

The portaloo's will travel around the country to various sporting and cultural events between April and December 2010.