



Amazon Dash Button comes to the UK—everyday essentials from dozens of brands, available to Prime members at the touch of a button

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Dash Button brings Amazon's convenient 1-Click ordering right into the home—when you're running low, just press the button and an order is placed and fulfilled with Prime's unlimited One-Day Delivery

Amazon Prime members can get Dash Buttons from popular brands including Ariel, Gillette, and NESCAFÉ Dolce Gusto so members never run out of everyday essentials such as cleaning supplies, pet food, laundry products, coffee and more

Dash Buttons are essentially free after the first press—buy a Dash Button for £4.99 and get £4.99 off your first order

Amazon Dash Replenishment enables devices to automatically reorder essential consumables, with Bosch and Siemens home appliances, Grundig, Samsung and Whirlpool already integrating the service into their connected devices

LUXEMBOURG—31st August, 2016—Amazon today announced the Dash Button—the Wi-Fi-connected device that conveniently reorders your favourite products with the simple press of a button—is now available in the UK. With Dash Buttons, Prime members never have to worry about running out of everyday essentials, including cleaning supplies, pet food, laundry products and more. When a customer sees supplies running low, they simply press a Dash Button to order an item—making it easier than ever to restock essentials at the exact moment they realise more is needed. Dash Button is now available with dozens of top brands, including Air Wick, Andrex, Ariel, Brabantia, Fairy, Finish, Gillette, Huggies, Johnson's Baby, Kleenex, Listerine, NESCAFÉ Dolce Gusto, Neutrogena, Nicorette, Olay, Pedigree, Philips Sonicare, Rimmel, Vanish, Whiskas, Wilkinson, and more. Dash Buttons are exclusively available to Prime members for £4.99, and are essentially free after first press—with customers getting £4.99 back on their first order. Prime members can order a Dash Button today at www.amazon.co.uk/dashbutton.

Amazon today also announced availability of Amazon Dash Replenishment Service (DRS). DRS is a cloud-based service that allows device makers to enable their connected devices to automatically reorder physical goods from Amazon using a simple set of APIs—for example, a washing machine that reorders laundry detergent or a printer that reorders ink. Whether large corporations or hobbyists, device makers can use DRS to place orders on behalf of their customers without having to build the back-end infrastructure to fulfill orders—Amazon does this work for them, leveraging its authentication and payment systems, customer service, and fulfillment network. Device makers already working on integrating Dash Replenishment include Bosch and Siemens home appliances, Grundig, Samsung and Whirlpool. Find out more at www.amazon.co.uk/drs.

"We've all experienced the frustration of running out of something we need—Dash Button and Dash Replenishment Service are designed to make that moment a thing of the past," said Daniel Rausch, Director of Amazon Dash. "Dash Buttons offer the convenience of 1-Click shopping from anywhere in the home—they can be placed near those frequently used items you don't want to run out of, and when you see supplies running low, the Dash Button makes it easier than ever to order more. Just press the button and your item is on its way."

Amazon Dash Button: See it, press it, get it

When a customer sets up a Dash Button, they simply connect the Dash Button to Wi-Fi and use the Amazon App to select the product they want to reorder. With the Dash Button, customers enjoy the same low prices available on Amazon.co.uk—with unlimited One-Day Delivery for Prime members. As soon as an order is placed, customers receive a mobile notification confirming the item with a delivery date and price—and, like all Amazon 1-Click purchases, customers have some time to easily review, adjust or cancel the order. Dash Button comes with a reusable adhesive and a removable hook to hang, stick, or place it wherever each customer wants it to go.

"The Dash Button makes it easier than ever to stay stocked-up on the essential items you use every day, and we've seen great engagement from our customers in the US," said Taryn Mitchell, Global VP Digital Sales, RB. "In fact, a significant number of the orders we see through Amazon today are placed via the Amazon Dash Button. It's a remarkably convenient way for customers to reorder everyday items, and even adds a bit of fun to the process."

"Teaming up with Amazon to create Amazon Dash Buttons for two of our most popular brands, NERF and PLAY-DOH, gives families the unique opportunity to ensure that the fun never stops even when NERF darts and PLAY-DOH supplies begin to run low," said Craig Wilkins, Marketing Director for Hasbro UK. "This innovative new way to order makes replenishing these everyday play essentials as easy as pushing a button, offering added speed and convenience to shoppers."

Since launching in the US last year, the Dash Button programme has seen continued growth, with the number of brands, orders and items available all increasing at a rapid pace. In the last two months, Dash Button orders have increased by 3x and orders via Dash Button take place at a rate of over twice a minute. The number of Dash Button brands available in the US has also expanded 4x faster in 2016 compared with 2015.

Dash Buttons cost £4.99 each and are essentially free after the first press, with £4.99 off the first order placed through a button. Dash Button will be available with dozens of brands at launch, with more to be added over time. To order Dash Buttons, Prime members can visit www.amazon.co.uk/dashbutton.

Amazon Dash Replenishment: Never run out

DRS enables devices to automatically reorder items such as laundry detergent or printer ink. Bosch and Siemens home appliances, Grundig,

Samsung and Whirlpool are among the manufacturers already working on integrating DRS into their connected devices.

"Dash Button gives you the convenience of 1-Click ordering in your home, and with Dash Replenishment we're taking it one-step further—enabling connected appliances to automatically reorder supplies on your behalf," said Jorrit Van der Meulen, VP at Amazon EU. "We've found that Prime members in the US love the ease that both Dash Replenishment and Dash Buttons offer, and we're delighted to bring that same convenience to our customers in the UK—with dozens of brands available today and more to come."

"Everyone's lives are busy, but with our Home Connect app, we're giving more time for what's important to you," said Mario Pieper, Chief Digital Officer at BSH Home Appliances Group. "By integrating the Home Connect app with Amazon Dash Replenishment, customers have one less thing to worry about—through Dash Replenishment, Bosch and Siemens dishwashers with Home Connect function can automatically reorder Dishwasher tablets—so you never run out."

Grundig's new washing machines and dishwashers with innovative technologies are designed to act and react to consumers' needs. Washing machines will manage laundry tasks from a smartphone or tablet, and will automatically order detergent and softener through DRS. New dishwashers will automatically order dishwasher salt, rinse aid and tablet detergent through DRS if configured to do so.

With select Samsung home office printers, customers will be able to sign up for Amazon Dash Replenishment through Samsung's Mobile Print app, which allows users to wirelessly print directly from their mobile devices. They can select which toner is automatically ordered when a replacement is needed. The printers will monitor toner levels over time, and before running out, an order is placed and shipped by Amazon.

Whirlpool will integrate DRS with its 6TH SENSE LIVE App which helps customers remotely monitor and control their appliances via tablets and smart phones from anywhere. With DRS, detergent, descaler, anti-bacterial filters or softener can be automatically reordered when supplies are running low.

"At Whirlpool, we believe that connected appliances should enhance the lives of users, working to practically make daily activities easier and more pleasurable. This vision has driven the creation of our 6TH SENSE Live appliances," said Norb Schmidt, Vice President Products & Brands of Whirlpool EMEA. "The integration of Amazon Dash Replenishment Service is fully aligned with this purposeful innovation, bringing two powerful services together to make the connected home more intuitive and better able to anticipate the evolving needs of our consumers."

DRS APIs are open and available for integration into any device that can connect to the Internet. Information about Amazon Dash Replenishment can be found at www.amazon.co.uk/drs

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Notes to Editors:

The following Dash Buttons available from today at www.amazon.co.uk/dashbutton:

- Air Wick
- Andrex
- Ariel
- Aveeno
- Biona
- Brabantia
- BSN
- Catsan
- Cesar
- Depend
- Derwent
- Dettol
- Dreamies
- DryNites
- Durex
- Fairy
- Fairy Non Bio
- Fiesta
- Finish
- GBC
- Gillette
- Huggies
- Johnson's Baby
- Kleenex
- Lenor
- Listerine
- NERF
- NESCAFÉ Dolce Gusto
- Neutrogena
- Nicorette
- Nobo
- Olay

- Optimum Nutrition
- Pedigree
- Philips Sonicare
- PLAY-DOH
- Regaine
- Rexel
- Right Guard
- Rimmel
- Rodial
- Sheba
- simplehuman
- The Breath Co.
- Vanish
- Whiskas
- Wilkinson
- Wunderbrow

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