

## Amazon Expands Dash Button Selection, Giving Prime Members the Easiest Way to Order More Products Across Dozens of Retail Categories

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*Newly added brands include Duracell, Glade, Heineken, IAMS, Joseph Joseph, Kiwi, L'Or, Mentos, Mr. Muscle, Perfect Fit, Regina, Scott, Tassimo, Wellman, Wellwoman, and more*

*Dash Buttons are now available for new retail categories including batteries, confectionery, vitamins and more*

*London, Manchester and Edinburgh lead the way in UK Dash Button orders since launch*

LUXEMBOURG—20th June, 2017—Amazon today announced an expansion of the innovative Dash Button programme in the UK, allowing customers to conveniently re-order more products from more retail categories and taking the number of Dash Button brands available to over 65. The expanded selection of Dash Buttons includes top-name brands across dozens of retail categories, including Duracell, Glade, Heineken, IAMS, Joseph Joseph, Kiwi, L'Or, Mentos, Mr. Muscle, Perfect Fit, Regina, Scott, Tassimo, Wellman, Wellwoman, and more.

Dash Button is a Wi-Fi-connected device that puts the convenience of Amazon's 1-Click shopping all over your home, enabling you to reorder your favourite products with the simple press of a button. The new Dash Buttons are available from today for £4.99, and are essentially free after the first press—with a £4.99 discount on the first order placed through a button. For more information about the new Dash Buttons visit

[www.amazon.co.uk/dashbutton](http://www.amazon.co.uk/dashbutton).

"Customers love the convenience of Dash Buttons—feedback has been hugely positive, and we also heard loud and clear that customers wanted more brands and more products across more retail categories," said Jorrit Van der Meulen, Vice President Devices at Amazon. "Today we're excited to add even more top-name brands for customers, extending the programme to cover dozens of retail categories, with new Dash Buttons from customer-favourite brands like Duracell, Glade, IAMS, Heineken, Mr. Muscle and Tassimo."

"We're excited about launching a Dash Button for Tassimo in the UK and see it as a great opportunity for our consumers to re-order their favourite Tassimo coffees from the comfort of home," said Martin Andreasen, Marketing Director at JDE. "Ordering through Dash Buttons makes restocking these coffee essentials as easy as pushing a button, offering added speed and convenience for our customers."

Dash Buttons launched in the UK last year, and since then London, Manchester and Edinburgh have led the way for Dash Button orders. Some of the most popular items purchased through Dash Buttons include essentials such as toilet roll, cat food, washing capsules, cat litter, dishwasher tablets and baby wipes. The top 10 most popular Dash Button brands since launch last year are:

- [Andrex](#)
- [Finish](#)
- [Ariel](#)
- [Gillette](#)

- [NESCAFÉ Dolce Gusto](#)
- [Listerine](#)
- [Fairy](#)
- [Dettol](#)
- [Whiskas](#)
- [Lenor](#)

"We're always looking for new, innovative ways to make it easier for cat owners to feed great quality, tasty meals to their cats that give them all of the nutrition they need," said Gina Head, Senior Brand Manager, Whiskas Pouch. "The Amazon Dash Button has given customers a simple and easy way to reorder Whiskas products they depend on. In fact, when we first launched the Whiskas Dash Button it was so popular we saw the button sell out in the first 24 hours. It's given our customers a simple way of shopping that makes their lives easier and ensures that their cats never go without Whiskas."

With Dash Buttons, Prime members never have to worry about running out of everyday items, from coffee to batteries, snacks to pet food. 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. 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.

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Notes to Editors:

The following new Dash Buttons available from today at [www.amazon.co.uk/dashbutton](http://www.amazon.co.uk/dashbutton):

- Aquarian
- Dad's Root Beer
- Duracell
- Eukanuba
- Glade
- Heineken
- Hycell
- IAMS
- Joseph Joseph
- Kiwi
- L'Or
- Mentos
- Mr. Muscle
- Perfect Fit
- Perfectil
- Regina
- Scott
- Tassimo
- Wellman
- Wellwoman

New Dash Buttons join last year's line-up:

- 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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