

Distribution of Prunelax increases in Walmart USA

The Chilean laboratory increased its coverage of Ciruelax (Prunelax) in the American retail chain up to 92%. Prunelax is now sold in close to 3.500 Walmart stores.

March, 2012. Garden House, the Chilean laboratory with presence in over 16 countries around the world, including the United States, reached a true milestone in sales: it increased in 92% the presence of its product Prunelax in Walmart.

This way, the medical product -which treats constipation- can be found in the close to 3.500 stores that the supermarket chain has throughout the United States.

“This means that the sales of Prunelax in Walmart USA will now triplicate, reaching a coverage of over 60% of the market and with presence in all 52 states”, explains Eduardo Sangüesa, Garden House CEO.

Walmart is the largest retail chain in the world and is ranked number one in the annual listing of largest companies by Fortune 500 magazine, as featured in its 2011 edition.

This chain operates 9.600 stores worldwide, and the United States represents 70% of its global sales.

There are over 100 different brands of products to treat constipation in the United States, out of which Walmart only manages 10, Prunelax (an adaptation from the Spanish name Ciruelax) -of Garden House Laboratories- among them. The retail chain also represents 25% of all the OTC market in the country.

Garden House began its presence in the United States towards the end of year 2000, and has been slowly conquering the American market since then. The headquarters of the laboratory are presently found in Chile, where it's a well known and recognized company in its field.