



## Press Release

April 21, 2022

all® free clear brand launches an ultra-concentrated version of its eco liquid laundry detergent in a new eco bottle made from 100% recycled plastic

# all® free clear Launches Sustainable Laundry Detergent Innovation



Stamford, CT

In a landscape where sustainability has become increasingly significant, the all® free clear brand is continuing to expand its range of sustainability-driven innovation. New all® free clear eco ultra-concentrated liquid [laundry detergent](#) offers a USDA Certified Biobased formula in a new eco bottle made with 100% recycled plastic<sup>1</sup>. This holistic environmentally conscious product launched online in March 2022.

“We are so proud to bring Henkel’s first bottle made with 100% post-consumer resin (PCR)<sup>1</sup> together with an ultra-concentrated bio-based formula to the North America market,” said Laura Hyland, VP of eCommerce Laundry & Home Care, Henkel North America. “Sustainability is a key priority for Henkel North America, and we are excited to launch this new all® free clear laundry detergent product first to consumers within our eCommerce customers.”

In addition to being made from 100% post-consumer recycled plastic<sup>1</sup>, the new eco bottle is designed with plastic reduction in mind. The grip format uses less plastic than a through-handle, and the compact size allows for 60% less plastic per load vs the 88oz bottle.

With an ultra-concentrated formula, more loads can be shipped per bottle vs standard formulas, reducing the total number of shipments to consumers for the same number of loads. The bio-based formula is Safer Choice Certified and USDA Biobased Certified, delivering a powerful plant-based clean that is tough on stains and gentle on skin. Because of its compact design and Safer Choice certification, this item qualifies for Amazon's [Climate Pledge Friendly](#) program.

This launch has been fully supported by Henkel's Laundry & Home Care business, which has a strong commitment to increasing and delivering on Henkel's sustainability initiatives. These ambitious sustainability goals include reducing waste generation by 50% per ton of product and designing 100 percent of Henkel's packaging for recyclability or reusability by 2025.<sup>2</sup>

"all® free clear eco bottle combined with the bio-based formula is a clear example of how Henkel is executing on our commitment to a regenerative planet, which includes embedding circular practices into our formulations and packaging," said Jillaine Dellis, Vice President of Sustainability, Product Safety & Regulatory Affairs at Henkel North America. "Products such as this will enable a circular future for generations to come."

With a focus on both sustainability and performance, the new all® free clear eco ultra-concentrated liquid laundry detergent delivers a powerful clean consumers can feel good about.

To recycle the used bottle, empty the bottle and replace the cap. For more recycling information visit [www.how2recycle.info](http://www.how2recycle.info). To learn more about all®, visit [www.all-laundry.com](http://www.all-laundry.com).

<sup>1</sup>Excluding cap, spout, and labels

<sup>2</sup>Excluding products where ingredients or residue may affect recyclability or recycling streams

### **About Henkel in North America**

In North America, Henkel operates across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales close to 6 billion US dollars (5 billion euros) in 2021, North America accounts for 25 percent of the company's global

sales. Henkel employs over 8,000 people across the U.S., Canada and Puerto Rico. For more information, please visit [www.henkel-northamerica.com](http://www.henkel-northamerica.com), and on Twitter [@Henkel\\_NA](https://twitter.com/Henkel_NA).

### **About Henkel**

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2021, Henkel reported sales of more than 20 billion euros and adjusted operating profit of about 2.7 billion euros. Henkel employs about 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit [www.henkel.com](http://www.henkel.com).

**Photo material is available at [www.henkel-northamerica.com/press](http://www.henkel-northamerica.com/press)**

Henkel Contact: Jennifer Schiavone

Phone: 475-299-9192

Email: [Jennifer.schiavone@henkel.com](mailto:Jennifer.schiavone@henkel.com)

###