



## Press Release

February 7, 2025

*Laundry detergent brand known for its deep cleaning and fabric care capabilities recognized by the largest consumer-voted awards program for its innovative activewear variant, providing an advanced clean on performance fabrics.*

# Persil® Laundry Detergent Announces Persil® Activewear Clean as a 2025 Product of the Year USA Winner

**STAMFORD, CT.** – The Persil® laundry detergent brand announced the recognition of Persil® Activewear Clean, a first-of-its-kind variant for the brand, as a winner of the [2025 Product of the Year USA Awards](#). Specifically designed for athletic wear while also working on all fabrics, Persil® Activewear Clean fights body oil and sweat, and eliminates odors, all while helping maintain fabric shape and stretch. Launched in 2024, the detergent has now been named one of this year's winners in the laundry detergent category of the largest consumer-voted awards program centered around innovation, [Product of the Year USA](#) — a survey of 40,000 people by Kantar.

“At Persil, we recognize that our consumers place high value in their clothes and, with the growth of athletic wear and synthetic clothing in recent years, we saw an opportunity to fill a gap in the laundry aisle and offer a solution for clothing that many people wear, day to day,” said Matt Kutnick, Marketing Director of Persil®. “Persil Activewear Clean helps maintain the delicate shape and stretch of performance wear while helping keep whites and colors vibrant so consumers can look and feel their best, wash after wash. For us, it’s about providing a quality clean that also cares for the clothes our consumers love.”

The award-winning variant joins a lineup of Persil® laundry detergent products all designed to help keep clothes looking newer, longer\*. From long-lasting freshness to powerful stain removal, the Persil® brand is committed to instill confidence in laundry-doers, after every load. The full portfolio of Persil® laundry detergents is available in both liquid and [Ultra Pac™](#) variants for all laundry day needs, including [Persil® Original](#), [Persil® Intense Fresh®](#), [Persil® Advanced Clean with Oxi+Odor Power](#), and [Persil® Activewear Clean](#).

Persil® Activewear Clean is available as both a Liquid and single dose Ultra Pacs™. The detergent is available now at [Walmart](#), [Target](#), [Amazon](#) and other retailers nationwide. Stay tuned for more Persil® news and brand content by following Persil® on [TikTok](#), [Facebook](#), [Instagram](#) and [YouTube](#).

To learn more about Persil® or to find it at a store near you, visit [Persillaundry.com](#)

\*Vs. leading value detergent.



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### **About Persil®**

As a trusted leader in laundry care, Persil® laundry detergent is formulated to help keep clothes looking newer for longer versus the leading value detergent. Packed with powerful stain-fighting enzymes to deliver a premium deep clean, Persil® helps keep colors from fading and whites and colors stay vibrant, as well as helps maintain fabric shape and stretch. Sold nationwide in the United States, the Persil® laundry portfolio includes liquid and single dose pac detergents. The detergents can be used in all water temperatures and washer types, including cold water and high-efficiency (HE) machines. Stay connected with Persil® on Instagram [@PersilLaundry](#), TikTok [@PersilLaundry](#) and Facebook [@Persil](#) for the latest updates and tips. Get That New Clothes Feeling™. Wash with Persil®.

### **About Product of the Year:**

Product of the Year is the largest consumer-voted award for product innovation. Established over 30 years ago, POY currently operates in over 40 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Product of the Year winners are backed by the votes of 40,000 consumers in a national representative study conducted by research partner Kantar, a global leader in consumer research. The award is a powerful merchandising program for marketers proven to increase product sales, distribution, and awareness. Winning products are announced in February each year and receive the right to use the Product of the Year logo in marketing communications for two years. For more information, visit [productoftheyearusa.com](https://productoftheyearusa.com).

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

Henkel's portfolio of well-known brands in North America 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 6.6 billion US dollars (6 billion euros) in 2023, North America accounts for 28 percent of the company's global sales. Henkel employs around 8,000 people across the U.S., Canada and Puerto Rico. For more information, please visit [www.henkel-northamerica.com](https://www.henkel-northamerica.com), and on X @Henkel\_NA.

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

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