

Press Release

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Persil ProClean gets into the game with a major announcement

Henkel's Persil ProClean Joins The Big Leagues with Release of Super Bowl® Commercial

Scottsdale, USA – There's a new player in the laundry league and Henkel is looking to score a touchdown in Super Bowl® 50. Henkel announced today that the premium laundry detergent brand, Persil ProClean, will unveil a new 2016 ad campaign with a highly-anticipated commercial during one of the most-watched and coveted television events in the U.S. The Persil ProClean spot will feature the brand's stain-fighting Super Hero, "The Professional," which will air in the game on February 7th, 2016. In anticipation of the commercial debut on game day, Persil ProClean has released a prologue that can be viewed [here](#).

Persil ProClean has only been available to U.S. consumers since early 2015, but the Persil brand has been globally renowned for over a century. First launched in Germany in 1907 and now sold in over 60 countries across 5 continents, Persil brings new global premium detergent technology to the U.S. Persil ProClean's exceptional stain-fighting, whitening, and freshness have translated into impressive repeat-purchase rates, showing that once consumers try it, they love it.

The investment in a Super Bowl ad within the first year of Persil ProClean being in market shows Henkel's commitment to the success of the brand. "Persil ProClean might be a new player in the U.S. Market, but Persil ProClean means business and is here to stay," says Andreas Hartleb, Senior Vice President & General Manager of the Laundry & Home Care business unit in the United States. "A Super Bowl commercial comes with a hefty price tag but there is no better time or audience than the Super Bowl and its 100 million+ viewers to build brand awareness. For those consumers who haven't yet heard about the brand – Persil is ready for its big debut!"

Initially launched exclusively with Walmart retailers stateside, the Persil ProClean portfolio – consisting of Power-Liquid, Power-Pearls and Power-Caps – has quickly

gained momentum and has expanded its reach to national grocery, drugstore, and club store distribution spanning over 26,000 U.S. doors.

For more information visit PersilProClean.com and join the conversation using #GameDayStains.

Find Persil ProClean at @PersilProClean on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube.com](#).

Henkel operates worldwide with leading brands and technologies in three business units: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions, both in the consumer and in the industrial businesses, with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 50,000 people and reported sales of 16.4 billion euros and adjusted operating profit of 2.6 billion euros in fiscal 2014. Henkel's preferred shares are listed in the German stock index DAX.

Photo material is available at <http://www.henkel.com/press>

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