



Press Release

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Henkel North America's premium detergent is ready to play in Super Bowl® LI

Persil ProClean returns to the Big Game with 2nd Super Bowl® commercial

Scottsdale, USA – Henkel North America is proud to announce that its premium laundry detergent brand, Persil ProClean, will return during Super Bowl® LI to reveal a new advertising campaign.

Driven by Persil ProClean's successful Super Bowl 50 debut, the brand joined forces with TBWA, a Henkel Global Partner, to develop a new commercial that will run during the most-watched television event in the United States. The team enlisted the help of "The Professional," Persil ProClean's beloved stain-fighting superhero, to broadcast a powerful message to the 100+ million viewers. The spot will air during the big game on the FOX Network, which starts at 6:30pm EST, February 5th, 2017.

Persil ProClean's entry into the U.S. Market has helped revive what was a previously declining category. "As trial is so important with a new brand, it's exciting to have already received external awards and recognition, accompanied by consistently-positive consumer feedback. It reaffirms the prestigious quality and efficacy of Persil's formulations and inevitably leads to more consumers testing it for themselves," says Janell Holas, Vice President of Marketing for Persil. "Last year's appearance in Super Bowl 50 was instrumental in getting the Persil name recognized across the country. We are excited to leverage our new commercial this year, giving our North American consumers yet another reason to switch to Persil ProClean—because we know once they try it, they'll love it!"

While globally-renowned for over a century and across over 60 countries, the Persil brand has only been available to U.S. consumers since 2015. In its first year of launch, Persil ProClean was rated the #1 laundry detergent in the U.S. by a leading consumer testing publication followed by the triumphant "Best Overall Detergent" win by USA Today's Reviewed.com in 2016. Within two short years, Persil ProClean's exceptional stain-fighting, whitening and freshness, has led to impressive repeat purchase rates that continue to invigorate the detergent category. The Persil ProClean brand portfolio, consisting of Power-Liquid, Power-Pearls and Power-Caps, can be found in stores nationwide.

For more information visit PersilProClean.com and find @PersilProClean on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

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 2015, Henkel reported sales of 18.1 billion euros (20.1 billion US dollars), adjusted operating profit of 2.9 billion euros (3.2 billion US dollars). Its three top brands, Persil (detergent), Schwarzkopf (hair care) and Loctite (adhesive) generated more than 6 billion euros (around 6.6 billion US dollars) in combined sales. Henkel employs around 50,000 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

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

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