



FOR IMMEDIATE RELEASE

**all[®] Laundry Introduces all[®] Radiant, Transforming Clothing
Hand-Me-Downs Into Pass-Me-Ons**

*Formulated with patented Fiber Shield[®] Technology, the Newest Laundry Innovation from all[®]
Restores Whites and Protects Colors*

WILTON, Conn. – May 26, 2015 – all[®], a recognized leader in laundry detergent with consumers for more than 50 years, introduces all[®] Radiant, a new liquid detergent designed to restore whites and protect colors over time at 30% less cost than the leading brand. The result is clothing with a new lease on life, transforming dull hand-me-downs into beautiful and bright pass-me-ons.

Clothes take a beating and after excessive laundering, whites can look dingy and colors begin to fade. According to the brand's consumer insights research, it's an issue that is at the top of the list of common consumer laundry problems and frustrations. New all[®] Radiant addresses these concerns with its patented Fiber Shield[®] Technology, which helps protect colors and makes dingy whites look whiter. This technology is especially helpful when it comes to the idea of hand me downs, which traditionally have received a mixed reception. Consumers have fond memories for clothes they love and don't want to give them up and many times even share them with loved ones. They are however less than enthusiastic when they are dull, dingy and faded. Radiant keeps everyone in the family happy. Mom appreciates its performance and value, while confidently "passing along" out-grown clothing from older to younger siblings. Kids are also happy to see their favorite clothing looking bright and white wash after wash.

"all[®] Radiant was developed through a deep understanding of the needs of busy families," said Lora Van Velsor, vice president of marketing for all[®]. "We use a national 365-day consumer survey (a laundry 'diary' of sorts) to uncover needs and desires not currently being met by detergents in the category. One of the universal challenges we uncovered was extending the life of clothes, especially for moms with multiple kids in the household. all[®] Radiant is a perfect solution, it not only helps clothes look newer longer but at a great value vs those more expensive detergents."

The brand continues to be an innovation leader in the laundry room for sensitive skin as well. Earlier this year, all[®] free clear dryer sheets were named *Better Homes and Gardens'* Best New Product. Furthermore, the No. 1 detergent brand recommended by dermatologists for sensitive skin, is introducing two new sensitive skin products that are available nationwide:

- all[®] free clear OXI mighty pacs is a convenient, hypoallergenic, advanced cleaning solution for those with sensitive skin. It is the only single dose OXI detergent on the market specially designed to be gentle on skin.
- all[®] OXI laundry booster for sensitive skin provides an easy stain-fighting boost in the laundry without irritating skin because it is 100% free of dyes, perfumes and chlorine. The booster can also be used to safely remove stains around the house.

At 15% less per load than the leading booster brand, all® OXI laundry booster for sensitive skin is sure to fit every budget.

all® Radiant is now available in the laundry aisle at retail outlets nationwide, in sizes ranging from 46.5oz-141oz for suggested retail prices from \$4.25 to \$8.50.

The brand created an online [video](#) that brings the benefit of all® Radiant to life under a unique rallying cry 'Long Live Your Clothes'. Visit youtube.com/user/AllLaundryDetergent to see this new video.

About all®

As a recognized leader and reliable laundry partner with consumers for more than 50 years, the all® brand provides an incredible clean at an incredible value for all your family's needs. The all® brand has your detergent needs covered with compact powder, concentrated liquids, and single dose pacs in a choice of sizes and variants for sensitive skin. all® laundry detergent is manufactured by The Sun Products Corporation. For more information, visit www.all-laundry.com or www.facebook.com/allLaundry

About The Sun Products Corporation

The Sun Products Corporation, headquartered in Wilton, Connecticut, is a leading North American provider of laundry detergent, fabric softeners and other household products. With annual net sales of approximately \$2 billion, the Company's portfolio of products are sold under well-known brands that include all®, Snuggle®, Wisk®, Sun®, Surf®, and Sunlight®. In addition, Sun Products is the manufacturing partner for many retailer brand laundry and dish products in North America. For more information visit: www.sunproductscorp.com.

Media Contacts:

Sun Products

Kathryn Corbally

203-254-6762

Kathryn.Corbally@sunproductscorp.com

Alicia Clarke

Current Lifestyle Marketing

212-445-8402

AClarke@talktocurrent.com

###