



## **all® Revolutionizes Laundry Cleaning with Innovative New Product Launches**

*Breakthrough Detergents solve unmet Laundry Needs of Today's Families*

WILTON, Conn. – April 19, 2016 – all® laundry detergent, the brand for households with kids, is introducing the next generation of laundry cleaning with the launch of two new breakout products -- **all® POWERCORE™ Pacs** and **all® fresh clean ESSENTIALS™ Sulfate Free detergent**. all®'s new innovations address the pain points and unmet needs of families while bringing emerging trends from other household and personal care products to the laundry aisle.

“Consumer insight-driven product innovation is deeply embedded in the all® brand’s DNA and is a driving force in the growth of our brand,” said Lora Van Velsor, Vice President, Marketing for all®. “Doing laundry is not just about washing clothes. It’s an everyday act of caring for kids and your family, so bringing new products to store shelves that help mom and dad feel good about the cleaning process and the results they see is really important to us.”

The inspiration behind **all® POWERCORE™ Pacs** was born from the insight that while consumers love the convenience of single dose laundry pac, the fastest growing segment in the category, they are not always confident that one little pac can handle their toughest loads. Recent research also shows that after stain removal, whitening is consumers’ No. 2 unmet need, especially when it comes to kids’ messy stains.

Enter new all® POWERCORE™ Pacs, an advanced laundry pac that, for the first time, combines liquid and powder in one patented multi-chamber design. It’s an innovation that delivers all®’s legendary stain removal power plus an astonishing clean for every load. all® POWERCORE™ Pacs are all®’s brightest idea yet, providing superior whitening and brightening compared to the leading pac, and even keeping clothes up to four shades whiter! all® POWERCORE™ Pacs are available now in three different varieties: all® POWERCORE™ Pacs OXI, all® POWERCORE™ Pacs Plus Removes Tough Odors and all® POWERCORE™ Pacs Plus Restores Whites and Protects Color. All® POWERCORE™ Pacs are available at stores nationwide.

The all® brand is also tapping into a growing trend that has changed the landscape of personal care products: Sulfate Free cleaning. all® saw an opportunity to bring this unique trend to laundry with the creation of new **all® fresh clean ESSENTIALS™**, appealing to the generation of families striving for healthy living. all® fresh clean ESSENTIALS™ offers a new kind of clean. It’s sulfate free and dye free, and is carefully formulated with proven and effective ingredients to get a powerful clean without the harshness. Because in the end, a deep clean is essential and sulfates are not. With the brand’s legendary stain removal power, all® fresh clean ESSENTIALS™ is great for all colors and cleans deeply with sulfate free surfactants and natural enzymes. all® is taking a unique approach with this launch, offering it to consumers as the brand’s first

ecommerce exclusive product, available on Amazon.com, Walmart.com, Soap.com and Target.com.

The brand has also recognized the growing importance and impact of the country's multi-cultural population, and its desire for beautifully scented household products. all® is excited to add new **all® Fresh Tropical Mist™** to its product line up. Specifically designed with a refreshing tropical fragrance, all® Fresh Tropical Mist™ evokes the fruity and floral notes of the tropics with the trusted cleaning power of all®. all® Fresh Tropical Mist™ are available at stores nationwide.

Additionally, as the official detergent of the world's most famous dirty kid, Pig Pen, all® is innovating on the marketing front as well with its multi-year partnership with The Peanuts Gang. This includes an integrated marketing campaign to support The Peanuts Movie's release on BLU-RAY™, DVD and Digital HD. The partnership kicked off in April 2015, and included television, print and digital advertising, as well as social and retail activation.

It is a very exciting year for the all® brand as it further provides an array of products to meet the needs – now and in the future – for moms and dads who just want to let their kids be kids.

All of Sun Products' innovations are developed at the Sun Products' North American Technology Center, a state of the art facility and hub for product development that delivers on the company's vision and growth through innovation and technology.

#### **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](http://www.all-laundry.com) or [www.facebook.com/allLaundry](http://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](http://www.sunproductscorp.com).

#### **Media Contacts:**

##### **Sun Products**

Kathryn Corbally

203-254-6762

[Kathryn.Corbally@sunproductscorp.com](mailto:Kathryn.Corbally@sunproductscorp.com)

#### **Current Marketing**

Suzanne Joyella

212-445-8402

[sjoyella@talktocurrent.com](mailto:sjoyella@talktocurrent.com)