



Shopping for laundry brand favorites 'all[®], Snuggle[®] and Wisk[®] is now easier with convenient, single-click Amazon Dash Buttons

Amazon Prime members can order laundry care products with the press of a button for delivery straight to their door.

WILTON, Conn. (March 31, 2016) – Sun Products[®] is excited to announce that its iconic brands 'all[®], Snuggle[®] and Wisk[®] are now available as Amazon Dash Buttons. With a growing number of consumers looking to online shopping for the convenient purchase of laundry care products, the Amazon Dash Button, operated with a single click, provides a simple and time efficient way for Amazon Prime members to order their favorite brands.

“Ordering through Amazon Dash Button now makes shopping easier for our 'all, Snuggle and Wisk laundry products by ensuring that consumers never run out of their favorite products. Plus, they'll be delivered straight to the door,” said Ed Vlacich, President National Brands and Chief Marketing Officer, Sun Products. “We are excited to work with Amazon and leverage this great opportunity in the rapidly growing e-commerce channel. Together we are making everyday lives better for consumers.”

Growth of online shopping is increasing rapidly with reports indicating that laundry detergent was the fastest growing CPG e-Commerce category in 2015, with sales up 85% (1010data). The single-click Amazon Dash Button provides Amazon Prime members with a simple, in-home, online shopping experience for Sun Product's beloved brands:

- 'all detergent, the brand with the highest concentration of family users;
- 'all free clear, the #1 recommended brand by dermatologists, allergists and pediatricians;
- Wisk, the first liquid laundry detergent celebrating its 60th Anniversary this year;
- Snuggle, one of the fastest growing brands in the conditioning category.

Delighting consumers and making everyday lives better is an important priority for Sun Products, its brands and associates. Working with Amazon to make 'all, Snuggle and Wisk available as Amazon Dash Buttons is just one more way Sun Products is achieving this goal.

The Amazon Dash Button is a Wi-Fi connected device that can be conveniently placed around the house, making it easy for Amazon Prime members to re-stock their laundry supplies with one press of a button.

[‘all® Laundry Detergent Dash Button](#)

[Snuggle® Dash Button](#)

[Wisk® Deep Clean Laundry Detergent Dash Button](#)

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 a great 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. It also has the #1 Recommended Detergent Brand by dermatologists, allergists, and pediatricians for sensitive skin, all® free clear. all® laundry detergent is manufactured by The Sun Products Corporation. For more information, visit www.all-laundry.com or www.facebook.com/allLaundry

About Snuggle®

As a leader in the fabric conditioning category for more than 30 years, Snuggle® has provided the ultimate in Snuggly Softness® and long-lasting freshness to loads of laundry. Recognized by its iconic Snuggle Bear, which was created by Jim Henson’s Creature Shop, birthplace of The Muppets and Sesame Street puppets, Snuggle offers a variety of high-quality fabric conditioning products, including liquid softeners, dryer sheets, and scent boosters. Snuggle is manufactured by The Sun Products Corporation and is available at major retailers including most food, drug, mass, club and dollar stores. For more information, visit www.snuggle.com or www.facebook.com/snuggle

About Wisk®

From the legendary “Ring Around the Collar” campaign to trapped body oils and sweat that make up one of today’s difficult laundry soils, Wisk has been cleaning America’s laundry and fighting tough stains for 60 years. Wisk Deep Clean is available in Original, High Efficiency, Oxi Complete, Fresh Breeze™ Free & Pure and PowerBlasts. Wisk is available at key retailers nationwide, including most food, mass, club and dollar stores. Wisk is manufactured by The Sun Products Corporation. For more information, visit www.Facebook.com/Wisk or www.Wisk.com.

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 \$1.6 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.

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