



Press Release

January 29, 2019

TV commercial during Super Bowl 2019®

Persil ProClean “The Professional” returns for TV during Super Bowl LIII®

Stamford, Connecticut – Henkel North America’s premier laundry detergent brand, [Persil ProClean](#), will reveal its new stain-fighting commercial during Super Bowl LIII®, on February 3. Expected to be watched by over 100 million viewers, the 15-second spot will run during the 2nd quarter, and will star Persil detergent’s “The Professional,” played by actor Peter Hermann. Hermann also starred as “The Professional” in the Persil Brand’s spot for Super Bowl LII®.

In the brand’s 4th consecutive Super Bowl spot, “The Professional”, along with his team of scientists, will reveal the deepest levels of the Persil Stain Lab, where they test the toughest, deepest stains. Viewers will get a chance to see the elaborate and spectacular technology the Persil Stain Lab employs. The spot will highlight when stains go deep, the Persil Brand goes deeper for an exceptional deep clean.

The spot was created by DDB New York, and directed by Erich Joiner, a leading commercial director and documentary filmmaker. He has won a wide range of the most prestigious industry awards, including Cannes Gold Lions, a Directors Guild of America nomination, and an Emmy win.

Globally-renowned for more than a century in over 60 countries, Henkel’s Persil Brand has been available to U.S. consumers since 2015. Within four years, the exceptional stain-fighting, whitening and freshness of Persil ProClean has led to impressive repeat purchase rates that continue to push the detergent category forward. The Persil ProClean Brand portfolio, consisting of Power-Liquid and Power-Caps, can be found in stores nationwide.

Visit [Persil ProClean](#) to find a retailer near you and find @PersilProClean on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube.com](#).

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 2018, Henkel reported sales of around 20 billion euros and adjusted operating profit of around 3.5 billion euros. Henkel employs more than 53,000 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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