



## PUREX® CRYSTALS™ VOTED PRODUCT OF THE YEAR 2019

*The Largest Consumer Survey of Product Innovation Awards Purex® Crystals™ As Category Winner*

**NEW YORK, February 14, 2019** – [Purex® Crystals™](#), an in-wash fragrance booster which provides freshness that lasts for weeks, has been named [Product of the Year](#) for 2019. Product of the Year is the world's largest consumer-voted award for product innovation, where winners are determined by the votes of 40,000 consumers in a national representative survey conducted by research partner [Kantar](#), a global leader in consumer research. Purex® Crystals™ has been awarded the top honors for the Laundry Booster category.

“Backed by the votes of over 40,000 everyday consumers, the distinctive Product of the Year logo helps shoppers identify the best new products in the supermarket, and saves them valuable time and money during the shopping experience,” said Mike Nolan, CEO of Product of the Year. “In an increasingly competitive and saturated marketplace, the Product of the Year seal of approval gives our winning products a powerful tool proven to increase product trial, consumer awareness, distribution and sales.”

For over 30 years globally, and 11 years in the US, Product of the Year has guided consumers to the best products on the market by recognizing companies and brands for quality and product innovation. Each year, Product of the Year accepts entries from consumer-packaged goods that demonstrate innovation, and were launched within the previous year. The entries span a wide breadth of product categories, such as food, beverages, personal care, household care and more, with one product being chosen as a winner in its category through a nationally representative online study of 40,000 consumers conducted by Kantar.

“We are honored that the entire Purex® Crystals™ line with its new and improved formula has been selected as a 2019 Product of the Year Award winner in the Laundry Booster category,” said Elif Affan, Director of Laundry Specialties at Henkel. “This achievement wouldn’t have been possible without the hard work from everyone on the team, and we are so grateful that our scent boosters resonate with consumers. We are excited to showcase the Product of the Year logo in our marketing efforts.”

The complete list of the 36 winning products of the 2019 Product of the Year Award can be found at [productoftheyearusa.com](http://productoftheyearusa.com), and follow along socially with #POYUSA2019 on [Instagram](#), [Facebook](#) and [Twitter](#).

### **About Purex® Crystals™**

Purex® Crystals™ infuses your clothes with an extraordinary freshness that puts the finishing touch on your laundry and makes everyday a little more rewarding. With the exciting variety of fragrances Purex® Crystals™ offers, it's easy to find a fragrance to match every laundry occasion. Whether it's a relaxing freshness for your sheets or a more invigorating scent for you and your family's activewear, Purex®

Crystals™ has you covered. Enjoy freshness that lasts up to 12 weeks out of storage. Have fun and try them all! For more information, visit [purex.com/products/fragrance-boosters/purex-crystals/](http://purex.com/products/fragrance-boosters/purex-crystals/).

**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](http://www.henkel.com)

**About Product of the Year:**

Product of the Year is the world's largest consumer-voted award for product innovation. Established over 30 years ago, POY currently operates in over 40 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Product of the Year winners are backed by the votes of 40,000 consumers in a national representative study conducted by research partner Kantar, a global leader in consumer research. The award is a powerful merchandising program for marketers proven to increase product sales, distribution and awareness. Winning products are announced in February each year and receive the right to use the Product of the Year logo in marketing communications for two years. For more information, visit [productoftheyearusa.com](http://productoftheyearusa.com).

**About Kantar:**

Kantar is the world’s leading marketing data, insight and consultancy company. We know more about how people live, feel, shop, vote, watch and post worldwide than any other company. Working across the entire sales and marketing lifecycle, we help brands uncover growth in an extraordinary world. Kantar is part of WPP and its services are employed by over half of the Fortune 500 companies in 100 countries.

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