

Persil

MARKET

Henkel, headquartered in Düsseldorf / Germany, has about 55,000 employees worldwide and counts among the most internationally aligned German-based companies in the global marketplace. People in approximately 125 countries around the world trust in brands and technologies from Henkel.

At the beginning of the Company's history, we meet a 28 year-old merchant who was interested in science - Fritz Henkel. On September 26, 1876 he and two partners founded the company Henkel & Cie in Aachen and marketed his first product - a universal detergent based on silicate. In 1878 it was reallocated to Düsseldorf, as Henkel's Bleich- Soda marking the beginning of the company's success story.

The year 1907 witnessed the launch of Persil, which radically simplified the laborious and time-consuming household chore of washing the laundry. Fritz Henkel systematically raised awareness of Persil among the general public by means of innovative and sensational advertising campaigns, thereby creating one of the most successful branded products in the history of German business.

During the following years this German family of entrepreneurs and thousands of their employees built Henkel into a global company with operations in 125 countries aiming to make products that would make people's lives easier and better.

Henkel operates in three business sectors: Laundry and Home Care, Cosmetics/Toiletries and Adhesive Technologies. In the Laundry and Home Care segment Henkel is number one in Germany, number two in Europe and number three worldwide.



In 1992 a joint venture was formed between Henkel Egypt Port Said Detergents & Chemical Industries and Henkel introducing the detergents business. It was the start-up for launching Persil Power Pearls Low Suds for automatic washing machines and Persil High Suds for hand washing and normal washing machines.



The position of Henkel Egypt in the local market is very strong as it is the leading company in the liquids market and the second company in terms of market share in the powder detergents markets. Therefore their product portfolio encompasses heavy-duty detergents, light duty detergents.

ACHIEVEMENTS

In 2007 Persil celebrated its first 100 years of existence in the detergent market with the relaunch of Best Persil Ever. This relaunch was marked by the stamp of German quality on all Persil packs. An achievement that would not have been possible without the continuous development and innovation that Persil goes through each year. With the German brands being known for having the best quality, Persil being a German brand has depended heavily on technology to succeed in the Egyptian Market.

Using Celebrity endorsements in Persil's advertising strategies has played a major role in Persil achieving the highest

levels of Brand awareness and increasing its equity among Egyptian consumers.

Celebrity endorsement started by using Claudia Schaeffer as an international spokesperson for Persil, having two endorsements in Egypt for Persil Universal and Colour. In order to make the most of this opportunity it was decided to have the famous

actress "Abla Kamel" as the official celebrity for Persil in Egypt, who is perceived by Egyptian housewives to be modest, down to earth and trustworthy. Abla was first employed in 1997 in Persil commercials in the brilliant two characters role. She conveyed different Egyptian consumers starting with Alexandria, Upper Egypt, Delta etc.



Abla's brilliant contribution was one of the major reasons behind the year on year success of Persil. Shortly after the new millennium she was appointed as the brand's spokesperson. She also played a major role in one of Persil's most successful campaigns "truth is inside."



HISTORY

In 1907 Henkel chemists succeeded in revolutionising the washing process. They combined sodium silicate with sodium perborate, which released finely dispersed bubbles of oxygen when the laundry was boiled. Unlike the chlorine that had been used up to then, it bleached the laundry in an especially gentle and odourless way. But it did more than that: It freed housewives from the exhausting and time-consuming tasks of rubbing, stirring and beating the laundry. The first self-acting laundry detergent was born: Persil. On June 6, 1907, an advertisement announcing the product appeared in the newspaper Düsseldorf Zeitung. Persil was then launched on the market in hand-made and hand-filled packs made of strawboard with a printed outer wrapper.

When Persil appeared in the shops once more after the end of World War II, 75% of the stocks were sold out almost instantly. For many people, Persil meant the beginning of a return to normal life, to peace. A huge banner draped across a bridge over the Rhine proclaimed: "Persil is

Persil الغسيل يعنى

available from Düsseldorf again." Neon signs, flags and posters all around Germany brought the product name to people's attention once more.

The first synthetic heavy duty detergent in Germany also came from Henkel. It was named



Persil 59 after the year of its launch. Synthetic anionic surfactants, a foam intensifier and a fresh fragrance were the new ingredients of the best Persil ever.

In 1973 Henkel changed and improved the product formula once again. For the first time, the powder detergent contained corrosion inhibitors, added specifically to protect washing machines from rust.

When this new Persil was launched, it appeared without a number to indicate the year. Instead, a new slogan was introduced to communicate the product, a slogan that would permanently anchor itself in people's minds: Persil – Something to rely on.

In 1987 Henkel expanded its Persil range. This time with a product – Persil Liquid – which was to revolutionise an already existing niche market.

PRODUCT

Persil has a wide range of detergents in its Portfolio. Under the umbrella of Persil being the laundry expert and using the famous slogan of "Laundry is Persil/ El Ghaseel Yaani

Persil", Persil offers consumers a solution for all laundry problems.

Persil has the mainstream Line with the concept of "Stain Exploding Oxygen Power" which has oxygen pearls that breakdown and remove the toughest stains from white clothes for both automatic and normal machine users.

As the majority of our clothes are coloured Persil offers Persil Colour that has vinegar in its formula to clean laundry and preserve colours at the same time.

For those who need both detergents for white and coloured garments, Persil offers Persil Bundle, which is a Bundle of both detergents, to avoid having double cash outlay.

The most technologically advanced product in detergents is Persil Gel. It has the cleaning power of Persil with the added value of the liquid format giving it a long lasting perfume and the residue free laundry.

RECENT DEVELOPMENTS

Having innovation as one of the main drivers behind Persil's growth, Persil Egypt has always been keen to introduce new ideas to Egyptian consumers. In 2006 Persil Egypt launched an innovation to the global detergent market "Persil Bouquet"

Tackling perfume from a new dimension; the innovation was a huge success and is ranked among the top Henkel global innovations.

Perfume being one of the main attributes of clean laundry was the basis of introducing Persil Bouquet to the market in 2006. Persil Bouquet is a detergent consisting of Powder detergent along with sixteen sachets inside the pack that offer four different scents. By this the consumer get the chance to choose a different perfume for each wash. The launch proved to be extremely successful.

Persil has also been mastering packaging innovation in the Egyptian detergent market; starting with the tin and Fanous shaped packs in 2006. Moreover in 2007 while celebrating 100 years of German technology, Persil launched Persil tin and 100 years pack.

PROMOTION

Persil has always been keen to be present with attractive promotions throughout the year. In Ramadan Persil always make sure that it offers something new and different to

Egyptian consumers and related to Ramadan atmosphere. In 2006 Persil had a MEGA campaign by placing cards inside packs and those consumers who found the card would receive a food carton as a gift from Persil for Ramadan. For Automatic washing machine users Persil offered the very creative package of "Persil Fanous", a package that each year proves to be very successful.

BRAND VALUES

One of the main values for Persil is being consumer driven, meaning that Persil always cares for its consumers and offers them the best quality product at the best value.

Creativity, Innovation and commitment are values that the Persil team embraces as those are the reasons behind Persil's growth in the Egyptian market throughout the past years.

www.henkel.com



Things you didn't know about Persil

The name Persil comes from the two main components Perborate and Silicate.

Persil is the first self-acting laundry detergent in Germany that does not need any extra additives.

Superbrands

