



Sun Products Selects Merkley + Partners for all®

WILTON, Conn., Sept. 9 /PRNewswire/ -- The Sun Products Corporation has named Merkley + Partners as agency of record for all® laundry detergent. all® was acquired by Sun Products from Unilever in 2008.

Merkley + Partners has been brought on as a strategic partner responsible for helping Sun Products grow the all® brand, which is a major player in the laundry category.

"all® has a 50 year history of strong marketing and advertising. We are looking forward to having a partner who is focused on helping us build the brand strategy and succeed in the category." said Kevin Keating, Marketing Director all®, Surf® and Sun® detergent.

The all® assignment will focus on the US where Sun Products is the second largest manufacturer in the laundry category with brands including Wisk®, Surf®, Sun®, Snuggle® and Cuddle Soft® brands.

"all® is one of the great iconic brands in America. We are delighted to be awarded this brand and excited about working with Sun Products to provide innovative solutions that will deliver further business success for all®," said Alex Gellert, CEO of Merkley + Partners.

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 sales of more than \$2 billion, the Company's portfolio of products are sold under well known brands that include all®, Snuggle®, Sun®, Wisk®, Surf®, and Sunlight®. In addition, Sun Products is the manufacturing partner for the majority of retailer brand laundry and dish products in North America.

To learn more about The Sun Products Corporation, visit [.sunproductscorp.com](http://sunproductscorp.com).

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