

Press release

Freudenberg invests in household gloves

Freudenberg Household Products LP signs final agreement to acquire Playtex® household gloves in the US

Aurora/Weinheim, October 4, 2017. Freudenberg, the global technology company is further expanding its household products business area. Freudenberg Household Products LP, known in the US for its leading floor care brand O-Cedar®, has signed a final agreement to acquire the Playtex® Gloves business from Edgewell Personal Care. Playtex® is the market leading household gloves brand in the US, and has been operating in the market for more than 65 years under the Living® and Handsaver® brands. The transaction is expected to be completed in the fourth quarter of this year.

“Through this acquisition, we are continuing the growth strategy of Freudenberg Household Products in the US,” says Tim Molek, President Americas of Freudenberg Household Products LP. “Freudenberg is already the global market leader in consumer household gloves. The acquisition of Playtex® Gloves will extend our global expertise and product assortment to the North American market.”

Freudenberg’s Household Product business area is globally represented with well-known brands such as O-Cedar® and Vileda®. In the US the main brand is O-Cedar® with a wide retail market distribution. Playtex® Household Gloves is America’s #1 glove brand that is well established with US consumers and has a strong retail base. “Through this acquisition, we will be creating significant added value for our customers and will be able to offer an even better, more innovative product range to consumers,”

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Javier Sala, US General Manager of Freudenberg Household Products LP, explains.

**Freudenberg Household Products LP is part of
Freudenberg Home and Cleaning Solutions**

Freudenberg Home and Cleaning Solutions is a leading global supplier of branded cleaning systems as well as household and laundry care products whose advanced solutions make the lives of millions of consumers around the world easier. The portfolio includes brands like Vileda®, O-Cedar®, SWASH®, Gimi®, Gala®, Wettex® and Marigold®. With a leading market position in almost all of the countries in which it operates, the company generated sales of more than €850 million and employed some 3,000 people in 2016. New, effective products and distribution channels, technical innovations and a strong customer focus have been the company's key success factors for many years. They are supported by extensive market and customer research on an international basis, innovation centres and production plants around the world and a distribution network in more than 35 countries.

About the Freudenberg Group

Freudenberg is a global technology group that strengthens its customers and society long-term through forward-looking innovations. Together with its partners, customers and the world of science, the Freudenberg Group develops leading-edge technologies, and excellent products, solutions and services for more than 30 market segments and for thousands of applications: seals, vibration control components, nonwovens, filters, specialty chemicals, medical products, IT services and the most modern cleaning products.

Strength of innovation, strong customer orientation, diversity, and team spirit are the cornerstones of the Group. The 168-year-old company holds strong to its core values: a commitment to excellence, reliability and pro-active, responsible action. In 2016, the Freudenberg Group employed more than 48,000 people in almost 60 countries worldwide and generated sales of approximately €8.6 billion. For more information, please visit www.freudenberg.com.