NielsenIQ Brandbank

Persil Washing Powder Bio 21 Wash



EAN
8720181106118

Target market(s)
GB, IE

Components

Ingredients

5-15%: Oxygen-based bleaching agents, Anionic surfactants. <5% Nonionic surfactants, Perfume, Polycarboxylates, Soap, Phosphonates, Optical brighteners, Enzymes, Zeolites, Alpha-Isomethyl Ionone, Benzyl Benzoate, Geraniol, Hexyl Cinnamal

Product Description

Brand

Persil

Features

Persil Bio Washing Powder 21 Wash removes the toughest of stains first time, even in a 30 degree cold wash
Persil Bio Washing Powder contains biological enzymes to provide effective stain removal on tough stains like oil, chocolate ice cream, tea or coffee
Persil bio laundry powder is made with biodegradable ingredients and the pack is 100% recyclable – tough on stains, kinder to the planet
Our washing powder is now more concentrated. Our new smaller 50 g* dose provides tough stain removal while using less packaging and needing fewer trucks on the road
Wash at higher temperatures of 60°C or above for extra hygiene with Persil Bio Washing Powder (please refer to the garment's fabric care label first)
Persil doesn't test on animals. For the last 10 years, we have been using science, not animals, to ensure our bio washing powder and all of our other products are safe for people and the planet

Standardised Brand

Brand - Persil

Marketing

Company Name

Unilever UK Ltd. / Unilever Ireland Ltd.

Company Address

Unilever UK Ltd,
Springfield Drive,
Leatherhead,
KT22 7GR

Unilever Ireland Ltd,
20 Riverwalk,
National Digital Park,
Citywest,
Dublin 24,
Ireland

Product Marketing

Persil Bio Washing Powder 21 Wash has been specifically developed to be tough on stains first time, it's even effective in a 30 degree cold wash. It contains biological enzymes that break down stains and help lift them from fabric. With its effective stain removal formula, this 21 Wash Pack of Persil Bio Washing Powder is a must-have in your cupboard, especially if you've got kids around! With its effective stain removal benefits, it's tough on stains like oil, chocolate ice cream, tea or coffee. At Persil, we believe in being tough on stains and kinder to our planet. We've not only ensured the box is 100% recyclable and contains biodegradable ingredients, but we've also made our formulation even more concentrated, allowing for a smaller 50 g dose*, thereby reducing the amount of cardboard packaging in our boxes and trucks on the road. If you want extra protection from germs for a deep hygienic clean, use cycles of 60°C or above. Always check the care labels on your garments before selecting the appropriate wash cycle and temperature and use the dosing instructions on the box. If handwashing, you may want to use gloves. Avoid underfilling the machine, wash at low temperature when possible and recycle the box to save money and help the planet. Persil doesn't test on animals. For the last 10 years, we have been using science, not animals, to ensure our products are safe for people and the planet. *vs previous formulation (65 g)

Brandbank Captured Pack Data

Pack Size

1.05kilogram ℮

Numeric Size

Numeric Size - 2.31

Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
9.06	6.34	2.4

(**GS1 package measurement rules**)

Country

Country of Origin - Spain

Origin

Origin Free Text - Spain

Customer Services

Manufacturers Address

Unilever UK Ltd,
Springfield Drive,
Leatherhead,
KT22 7GR

Unilever Ireland Ltd,
20 Riverwalk,
National Digital Park,
Citywest,
Dublin 24,
Ireland

Telephone Helpline

UK: 0800 776 644
NI: 0800 834 614
ROI: 1850 445 555 (Callsave)

Web Address

www.persil.co.uk
www.unilever.com

Extended Data

Safety Warning

Keep out of reach of children. Wear protective gloves/eye protection. IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing. If eye irritation persists: Get medical advice/attention. If medical advice is needed, have product container or label at hand.

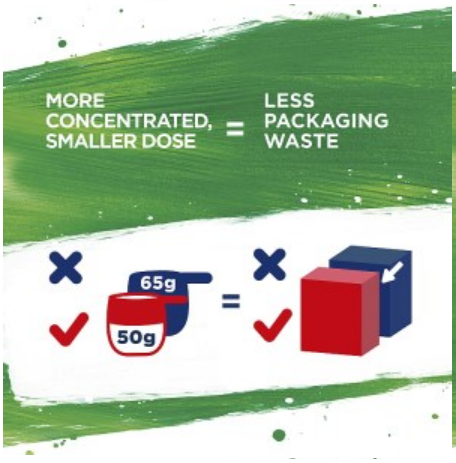
Description Breakdown

Functional Name - Laundry Powder














WITH BIODEGRADABLE INGREDIENTS
100% RECYCLABLE PACK
30°C
EFFECTIVE IN A COLD WASH
TOUGH ON STAINS
KINDER TO OUR PLANET