Purex® BRAND

100 YEARS OF DEPENDABLE CLEANING

Soft Scrub · Purex · all · Persil · Dial Professional · Snuggle · Borax · Combat

Trusted Brands. *Away from Home.*

For more information visit our website:
dialprofessional.com, or call 1-877-777-3277

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Henkel

THE Purex STORY

Purex® – The Clean You Can Depend On.

Purex® BRAND 100 YEARS OF DEPENDABLE CLEANING

Starting in the family garage, father and son cleaning team Lionel and Roy used a homegrown recipe to create a pure bleach product packaged in amber pint jars to sell at a non-inflated 15 cents each. It was 1922, and a jar of bleach would typically cost 25 cents. But Lionel and Roy were determined to provide their quality product at a lower price to pass savings back to American families. Their homegrown liquid bleach soon found success and was dubbed Purex® due to its clear, pure qualities and ability to make the household clean and healthy. Over the years, the family worked to expand Purex® with a focus on creating useful, everyday-need-inspired products offered at a non-inflated cost because of their commitment to providing savings. Quality products at an affordable price has kept Purex® in homes across America, throughout the Great Depression to the present, as a quality clean that everyone can afford. Purex® is now part of the Henkel family, and we have not lost sight of our commitment to providing the best value while satisfying our customers' needs.

Purex® Mountain Breeze™

LIQUID LAUNDRY DETERGENT

FOR ALL MACHINES INCLUDING he

SINGLE DOSE PACS
LAUNDRY DETERGENT

- ✓ New Improved Scent – **FRESH MOUNTAIN BREEZE™**
- ✓ For ALL MACHINES including High Efficiency
- ✓ Dependable clean, Affordable Price
- ✓ 4 in 1 – Brightening, Powerful, Tough, Lasting
- ✓ 100 Year Heritage
- ✓ Great for everyday laundry tasks
- ✓ Stain fighting power keeps whites white and colors bright

CASE UPC	PRODUCT DESCRIPTION	SIZE	CASE PK
24200 06354	Purex® Ultra Liquid Multipurpose Pail	5 gal	1
24200 04784	Purex® Mountain Breeze™ Liquid Laundry Detergent	50 oz	6
24200 06094	Purex® Mountain Breeze™ Liquid Laundry Detergent	75 oz	6
24200 05016	Purex® Mountain Breeze™ Liquid Laundry Detergent	150 oz	4

CASE UPC	PRODUCT DESCRIPTION	SIZE	CASE PK
24200 05524	Purex® 4-in-1 Pacs Mountain Breeze™	66 ct	4

Purex® Free & Clear

LIQUID LAUNDRY DETERGENT

FOR ALL MACHINES INCLUDING he

- ✓ Bright Clean
- ✓ Hypoallergenic
- ✓ Dye & Perfume Free
- ✓ Free & Clear
- ✓ Dermatologist Tested
- ✓ 100 Year Heritage
- ✓ Great for everyday laundry tasks
- ✓ Stain fighting power keeps whites white and colors bright

CASE UPC	PRODUCT DESCRIPTION	SIZE	CASE PK
24200 06040	Purex® Free & Clear Liquid Laundry Detergent	75 oz	6
24200 05020	Purex® Free & Clear Liquid Laundry Detergent	150 oz	4

Purex® Natural Elements®

LIQUID LAUNDRY DETERGENT

USDA CERTIFIED BIOBASED PRODUCT
PRODUCT 61%

- ✓ USDA CERTIFIED 61% BIOBASED PRODUCT
- ✓ Hypoallergenic and Dye Free
- ✓ Contains naturally derived and other ingredients
- ✓ Linen & Lilies® Fragrance
- ✓ 100 Year Heritage
- ✓ Great for everyday laundry tasks
- ✓ Natural Fragrance extracts

FOR ALL MACHINES INCLUDING he

CASE UPC	PRODUCT DESCRIPTION	SIZE	CASE PK
24200 01120	Purex® Natural Elements® Linen & Lilies® Liquid Laundry Detergent	75 oz	6
24200 01134	Purex® Natural Elements® Linen & Lilies® Liquid Laundry Detergent	150 oz	4

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