



Name: Sun Products Corporation

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Industry: Manufacturing

Corporate address: 60 Danbury Road, Connecticut, Wilton,

Description

The **Sun Products Corporation** is a North American provider of laundry detergent, fabric softeners, and other household care products. With annual sales of \$2 billion, the company's products are sold under brands that include All, Wisk, Snuggle, Sun, Surf, and Sunlight. Sun Products holds the second largest market share in the \$10 billion North American fabric care market. In addition, Sun Products is the manufacturing partner for many retailer brand laundry and dish products in North America.

Sun Products, owned by Vestar Capital Partners, maintains manufacturing facilities in Baltimore, Maryland; Bowling Green, Kentucky; Pasadena, Texas; Dyersburg, Tennessee; and Salt Lake City, Utah. Sun Products has research and development facilities in Trumbull, Connecticut; Salt Lake City, Utah; Bentonville, Arkansas, and Toronto, Canada

Headquartered in Wilton, Connecticut, Sun Products is a leading North American provider of laundry detergent, fabric softeners, dish care and other household products, with annual net sales of \$2 billion. Sun Products was formed in September 2008 from the combination of Unilever's North American fabric care business and Huish Detergents, Inc., a leading manufacturer of retailer brand laundry and dish products. The Company's portfolio of products are sold under well-known national brands that include Wisk®, all®, Snuggle®, Surf®, Sun, Cuddlesoft®, and Sunlight®. The Company also serves as a manufacturer and marketing partner to many of North America's leading mass merchandisers, warehouse clubs, and food, drug and dollar retailers, with a store brand portfolio that includes liquid and powder laundry detergent, liquid fabric softener, dryer sheets, and hand- and auto-dish products. Though a relatively new company, Sun Products enjoys a strong legacy and a history rich in innovation.

Sun Products' **Wisk**, all, **Surf**, **Sunlight** and **Snuggle** brands were acquired from Unilever when it divested its North American laundry detergents unit in 2008. Each of these brands has made its own mark on the history of laundry - from Wisk which introduced both the first liquid laundry detergent and the first high-efficiency detergent - to all® which introduced the first nationally-distributed condensed liquid detergent with its 3x formula.

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