

Press Release

Vileda® expands into Brazil

Innovative product portfolio for long-term success

Weinheim, Germany, February 16, 2018. The Freudenberg Group is further expanding the company's global presence. The technology company launched the Vileda® brand in Brazil at the beginning of February, by offering 30 internationally renowned products, including cleaning cloths, wipes, buckets, brooms, sponges, gloves and cleaning systems. "The step is a promising one for Freudenberg. Our portfolio includes products that set a new standard for quality on the Brazilian market," says Dr. Klaus-Peter Meier, CEO of Freudenberg Home and Cleaning Solutions.

Press contact

Cornelia Buchta-Noack
Freudenberg & Co. KG
Head of Corporate Communications
Phone +49 6201 80-4094
Fax +49 6201 88-4094
cornelia.buchta-noack@freudenberg.com
www.freudenberg.com

Jens Zillmann
Freudenberg & Co. KG
Corporate Communications
Phone +49 6201 80-6627
Fax +49 6201 88-6627
jens.zillmann@freudenberg.com
www.freudenberg.com

The company has eight Business Groups in Brazil. "We are thinking long-term. Brazil is showing signs of economic recovery," says Meier. The regional brand development began with investments in Argentina and Chile in 2015. Double digit growth and increased market share testify to their success. "Now is the time to consider investing in Brazil," says Margarida Rita, Regional Director for Latin America at Freudenberg Home and Cleaning Solutions, which owns Vileda® along with other brands.

To establish Vileda® in Brazil, the Business Group will form long-term partnerships with local retailers, increase customer contact and add more products to the portfolio over time. "Our experience has shown that customers like the brand and they are very satisfied with our products," says Rita.

The customer benefits from the high quality, long life and efficiency of the products, allowing them to do more with less. Vileda® is

known as an international success and is the market leader in various countries. “Brazilians are very attached to their homes and like having clean and tidy surroundings, where they can welcome friends and family,” says Rita.

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.

Innovation strength, strong customer orientation, diversity and team spirit are the cornerstones of our Group. Commitment to excellence, reliability and pro-active, responsible action belong to the company's core values lived for more than 168 years.

In 2016, the Freudenberg Group employed over 48,000 people in some 60 countries worldwide and generated sales of more than € 8.6 billion (including pro-rata consolidation of 50:50 joint ventures). For more information, please visit www.freudenberg.com

About 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.