

## PUR Selects Brandgenuity to Drive Licensing Efforts

11/6/2017

Water filtration leader names award-winning licensing agency as licensing agency of record to help expand into new waters.

EL PASO, Texas--(BUSINESS WIRE)-- PUR, the brand that stands for superior water filtration technology, with a strong commitment to cleaner water education, has selected Brandgenuity to serve as its licensing agency in North America. The agency will extend the brand and leverage its reputation for quality and innovation into new and exciting product categories.

"PUR is a brand that is helping to provide cleaner water for everyone," said Deb Mudway, Marketing Vice President, Helen of Troy Health & Home, owners of PUR. "It's hard to go a day without hearing about water quality issues in the news. At PUR, we are dedicated to providing people with a variety of solutions for cleaner water. We are delighted to be working with Brandgenuity to explore new products and services that deliver on our promise." PUR currently collaborates with the Whirlpool Corporation for refrigerator filtration.

PUR is committed to making innovative, high-quality, certified products that help reduce contaminants – many removing 99% of lead. In addition to superior products, the company also has a strong focus on educating consumers about the quality of their water. The website, KnowYourWater.com, takes the user on an interactive journey of their water quality report from source to tap.

"PUR is a category leader and a brand that consumers really trust, which is why we are confident that it can be extended into other product categories," said Jay Asher, Partner at Brandgenuity. "We are honored that PUR has selected us to extend its brand, solve real problems and spread the word on the importance of filtration and providing cleaner water for everyone."

Brandgenuity will help PUR expand into key strategic categories, exploring all consumer categories that focus on ways to deliver safer drinkable water.

“Brandgenuity demonstrated passion for our mission and insight into our brand,” said Jill Ruiz, Head of Global Licensing for PUR. “We are confident they have the strategic approach and expertise to take our brand to new heights.”

For more information please contact [info@brandgenuity.com](mailto:info@brandgenuity.com).

## About PUR

Marketed by the Health and Home division of Helen of Troy Limited (NASDAQ, NM: HELE), PUR® is a leading brand in the at-home water filtration category for faucet water filters, water pitchers and dispensers, replacement filters, and refrigerator filters. MAXION® Filter Technology is PUR’s commitment to superior filtration performance and innovation, by using activated carbon and ion exchange, it is certified to reduce more contaminants than any other brand. Certified by NSF International and the Water Quality Association for their contamination reduction, PUR’s filtration systems were the first to claim reduction of trace levels of pharmaceuticals identified in U.S. tap water. PUR’s water faucet filters are certified to reduce over 70 contaminants including 99% of lead, 96% of mercury and 92% of certain pesticides while their water filter pitchers and dispensers are certified to reduce 96% of mercury and 95% of certain industrial pollutants.

For more information about PUR water filtration or PUR’s MAXION® Filter Technology, visit [PUR.com](http://PUR.com) or [Facebook.com/PUR](https://www.facebook.com/PUR). To learn about the water quality where you live visit [KnowYourWater.com](http://KnowYourWater.com)

## About Helen of Troy Limited

Helen of Troy Limited is a leading global consumer products company offering creative solutions for its customers through a strong portfolio of well-recognized and widely-trusted brands, including OXO®, Hydro Flask®, Vicks®, Braun®, Honeywell®, PUR®, Febreze®, Revlon®, Pro Beauty Tools®, Sure®, Pert®, Infusium23®, Brut®, Ammens®, Hot Tools®, Bed Head®, Dr. Sinatra®, Dr. David Williams, and Dr. Whitaker®. All trademarks herein belong to Helen of Troy Limited (or its affiliates) and/or are used under license from their respective licensors. For more information about Helen of Troy Limited, please visit [www.hotus.com](http://www.hotus.com).

## About Brandgenuity

Brandgenuity LLC is a leading independent international brand licensing agency headquartered in New York. The agency is ranked amongst the top 15 licensing agencies worldwide. Brandgenuity extends famous and iconic

brands into new categories to build awareness and generate incremental revenue. A full suite of licensing services includes strategic licensing planning, prospecting, legal support & contract negotiation, retail development and assisting manufacturers in the strategic acquisition of licenses. The agency's clients include Viacom Network, Staples, Arm & Hammer, Planet Fitness, Hawaiian Tropic, Banana Boat, Playtex, and MGM Studios, among others. For more information, please visit <http://brandgenuity.com> and our Licensing Show booth #J122

View source version on businesswire.com: <http://www.businesswire.com/news/home/20171106005465/en/>

Source: Helen of Troy Limited

Helen of Troy Limited

Anne Rakunas, (915) 225-4841

Director, External Communications

or

ICR, Inc.

Allison Malkin, (203) 682-8200

Sr. Managing Director