



Quality Tools for Smart Cleaning

PRESS RELEASE

UNGER presents THE NINJA, the new limited special edition

For all superheroes of glass cleaning, from March the leading cleaning specialist UNGER will exclusively be offering the strictly limited THE NINJA Transformer Box with a special look.

The promotion box consists of four high-precision premium window cleaning tools with an exclusive design: The brand new limited edition carbon telescopic pole is extremely light and stable at the same time. In combination with the high-quality carbon material, working in cold temperatures remains comfortable – just the right professional tool for glass cleaning heroes. Another new addition to the UNGER range is the Limited edition glass scraper, which with its four centimetre wide double-sided plastic blade removes dirt from sensitive surfaces both gently and without leaving any residues. The glass scraper is available exclusively in the Transformer Box.

THE NINJA: Powerful and effective against dirt

The special edition is completed by the Limited edition Ninja window squeegee and the Limited edition Ninja washer. The exclusive product features of the window squeegee include an extruded high-tech T6 aluminium channel and the 180 degree swivel function – especially for working with the carbon telescopic pole. The Ninja washer with the exclusive green-black Ninja design from UNGER scores with a power microfibre cover that absorbs 20 percent more water than the microfibre covers customary in the sector. All THE NINJA Limited Edition products also impress with their high-quality design. In elegant black, combined with vibrant green, the cleaning tools are also great to look at.

With the exception of the Limited edition glass scraper, all products in the Transformer Box are also available separately. THE NINJA Limited Edition is available from specialist retailers while stocks last.

360° communication package for the product launch

After the very successful product launch of the award-winning Black Series Limited Edition last year, UNGER is also accompanying THE NINJA with a comprehensive communication campaign and a special campaign for the superheroes of window cleaning: From 1 to 31 March, customers who order 10 THE NINJA Transformer boxes will receive a high-quality



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merchandise set for free. Cleaning professionals can look forward to THE NINJA mugs, stickers and posters as well as two multifunctional cloths with a Superhero look.

About UNGER

UNGER is a leading international manufacturer of professional cleaning and maintenance tools. All UNGER systems are designed to make cleaning work efficient, ergonomic, and thorough. The portfolio includes professional pure water cleaning systems, a comprehensive range of glass cleaning products, floor cleaning, and maintenance systems, a colour-coded surface cleaning system, and a cleaning system for sanitary rooms. In addition to the high quality requirements and innovative product development, UNGER offers outstanding customer service. The headquarters of the company founded in Hamburg in 1964 are in Solingen, Germany and Bridgeport, Connecticut. The growing global business is driven by distributors in over 80 countries.