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**** Press information for immediate release ****

Procter & Gamble Professional announces partnership with Pride of Britain Hotels group

P&G Professional becomes official Housekeeping Supplier Partner for Pride of Britain luxury hotels group

[London, 23 May 2018]: Procter & Gamble (P&G) Professional, the away-from-home division of P&G, which provides trusted, simple and effective cleaning solutions, is delighted to announce it is joining forces with luxury, independent hotel group, Pride of Britain as an official Housekeeping Supplier Partner.

The alliance highlights both companies' commitment to delivering premium guest experiences within the UK hospitality industry. Following the creation of the Expert Advisory Council last year, P&G Professional continues to work in collaboration with industry experts to identify opportunities for sector improvement and growth. With room cleanliness consistently in the top three most important factors that drive guest satisfaction and repeat business, the value of 'clean' must not be underestimated¹. The collaboration will provide hotels within the group access to the P&G Professional range of brands people trust such as Fairy Professional, Flash Professional, Ariel Professional, Febreze Professional and Lenor Professional.

Peter Hancock, Pride of Britain, Chief Executive says, "We are thrilled to welcome P&G Professional as a new commercial partner to Pride of Britain Hotels. A lot of their brands are market leaders and we now have a good excuse to engage more with the wonderful housekeepers within our collection of 48 independent luxury hotels."

Greg Elmore, UK & Ireland Country Manager at P&G Professional, comments: "P&G Professional prides itself in helping organizations improve their guest experiences and understand the value of 'clean'. Our products and systems are simple to use and created with innovative, effective technology which helps get the job done right first time. P&G Professional is the natural fit for Pride of Britain's independent luxury hotels. Our superior products will ensure the group's long history of excellence remains when it comes to cleaning and hygiene."

2018 marks the first year of collaboration. For more information please visit www.pgpro.co.uk or www.prideofbritainhotels.com.

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About Procter & Gamble Professional

P&G Professional is the away-from-home division of Procter & Gamble, serving the foodservice, building cleaning and maintenance, hospitality and convenience stores industries. P&G Professional offers complete solutions utilising its parent company's scale, trusted brands and strengths in market and consumer understanding. P&G Professional features such brands as Fairy® Professional, Flash® Professional, Ariel® Professional, Febreze® Professional, Lenor® Professional and Deepio®. Please visit www.pgpro.co.uk for the latest information about P&G Professional's solutions and services.

For further information or high-resolution photography, please contact:

¹ Chubb Insurance Survey, 2011



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