



- PRESS RELEASE -



DREUMEX OFFICIAL SPONSOR OF TEAM XDAKAR

Oss, 20th July 2012 - As from today, Dreumex is official sponsor of the ambitious rally team Xdakar that will participate in the prestigious Dakar Rally in South America in January 2013. This team consists of 3 race trucks manned by Frits van Eerd, Peter van den Bosch, and Eimbert Timmermans, double world sidecar cross champion. Erik van Loon is also part of the team, with his Mitsubishi Racing Lancer. All three truck drivers were in the top 30 this year. Next year's target is for the truck drivers to finish in the top 15 and for Erik van Loon to be in the top 10 with his car.

Sponsorship of Team XDakar is part of the big, international campaign "I love dirty hands" run by Dreumex, which will start on September 1 and connects with Dreumex's target group: the hard-working man or woman with dirty hands. Dreumex, manufacturer of hand care products, offers a complete programme of products to care for the hands of workers in the automotive and other industries and all other places where hands get dirty during work.

A lot of people who work with their hands every day and have to deal with oil, grease, adhesives, paint, ink, etc. often fail to realize how important it is to take good care of their hands. With this campaign, Dreumex wants to draw attention to the importance of taking good care of the hands and how easy this is with, for example, a programme like the Dreumex One2clean. This complete dispenser system consists of a touch-free dispenser containing products to protect, clean and condition the hands.

In addition to the sponsorship activities, Dreumex will be offering various promotional products with the special theme "I love dirty hands" as from September 1. Participants have the chance of winning a spectacular trip to the finish of the Dakar Rally for two persons and a Meet & Greet with the Team XDakar. Before that, a lot of work needs to be done by the mechanics of Team XDakar. The mechanics are therefore an essential part of a team like XDakar. And who has dirtier hands than the mechanics? Only with healthy hands can they perform optimally.

With the special promotion website www.ilovedirtyhands.com, which goes live on September 1, and Facebook and Twitter, Dreumex will keep its loyal end-users completely up to date on the Dakar Rally and Team XDakar. There will also be a special Wear & Win campaign, in which participants can take a picture of themselves in a specially designed "I love dirty hands" cap and send it in via Facebook for the chance of winning tickets for the Dakar Pre-Prologue on November 11 in Valkenswaard, The Netherlands. A dermatologist will give tips on how to take good care of your hands and there will be lots of other interesting activities, making it worthwhile to keep a close eye on this special website.

Dreumex holds regular campaigns and promotions for end-users with dirty hands. This is the first time that Dreumex is linked up with the Dakar Rally and is sponsoring an ambitious team like Xdakar.

All Team XDakar trucks will be equipped with the Dreumex One2clean touch-free dispenser containing the Dreumex Wash & Care hand cleaner. This unique product does more than clean hands properly, it also conditions the skin excellently thanks to the added cream. 2 in 1 therefore. So Team Xdakar will have nothing to worry about with regards to hand care, so the team can cross the finishing line with clean, well cared-for hands!

About Dreumex

Dreumex has been active as a manufacturer of heavy-duty hand cleansing and hand care products for more than 50 years. Over the years, the company has grown to be one of the leading suppliers of these products

worldwide. Thanks to a combination of expertise and experience, Dreumex has developed a total package of cutting-edge, high-quality products that protect, clean and care for hands.

NOTE FOR THE EDITORS:

Images and information

Please find photographs attached. You can find more information about Dreumex or our products at www.dreumex.com; for more information about Dreumex One2clean visit www.one2clean.com or contact Katharina Versluis.

We would appreciate it very much if you decided to publish an article about Dreumex. Would you please keep us informed of your decision? Many thanks in advance.

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