



Commonwealth of Kentucky Governor's Office

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Truman's to Locate Headquarters in Louisville

Startup aims to reduce waste within cleaning supplies industry

FRANKFORT, Ky. (Sept. 12, 2019) – Gov. Matt Bevin today announced Truman's, a direct-to-consumer cleaning products company founded last year, raised \$5 million from an investor group led by industry mainstay Henkel to establish its headquarters in Louisville.

"Truman's is an innovative startup company offering a business model of sustainability for the cleaning supplies industry," Gov. Bevin said. "The support of a well-respected company such as Henkel highlights this project's strong potential. We are proud to have this venture in the commonwealth, as it promises to be a great opportunity for the Louisville community and its workforce."

The seed funding will allow Truman's to locate its headquarters in Louisville's rapidly growing NuLu district. The location will house the company's sales, marketing and customer service operations. Other companies supporting Truman's seed round include Uncommon Denominator, Starting Line and BFG Partners.

“The investment in Truman's confirms what we've already seen with our rapid growth since launching earlier this year,” said Jon Bostock, co-founder and CEO of Truman’s. “This puts us on the offensive against an industry that's wasteful and slow to innovate.”

The Louisville metro offers an amazing set of benefits for startups, said Alex Reed, co-founder and chief marketing officer.

“With more than 1 million talented people, strong universities and a burgeoning tech sector, the metro area has all the ingredients for growing a worldwide company,” he said.

Truman’s launched in early 2019 to provide an environmentally friendly alternative to plastic waste within the cleaning supplies market. The company aims to eliminate single-use plastic bottles within the cleaning industry, as well as simplify distribution by shipping direct to customers. Truman’s product line includes four non-toxic cleaners using concentrate-filled cartridges and reusable bottles. The four products are Everything and the Kitchen Sink, Floors Truly, More Shower to You and The Glass is Always Cleaner.

Henkel operates three business sectors globally: adhesive technologies, beauty care and laundry and home care. Founded in 1876 and headquartered in Düsseldorf, Germany, Henkel employs approximately 53,000 people worldwide. The company operates facilities in 23 US states, including Henkel’s largest laundry plant nationally in Bowling Green, Ky. at more than 2 million square feet. The company’s consumer and industrial brands include Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners, as well as Loctite®, Technomelt® and Bonderite® adhesives.

Rep. Charles Booker, of Louisville, said this is a great project for the community in more ways than one.

“Truman’s quick rise – and its ability to secure this substantial funding – is a textbook Louisville success story, and I cannot thank its leaders enough for getting this far this fast while deepening its ties here at home,” Rep. Booker said. “I’m also excited about the products it makes, which show how economically smart it is to be environmentally friendly. I look forward to their continued growth in our community and the commonwealth.”

For more information on Truman's, visit www.Trumans.com.

A detailed community profile for Jefferson County can be viewed [here](#).

Information on Kentucky's economic development efforts and programs is available at www.ThinkKentucky.com. Fans of the Cabinet for Economic Development can also join the discussion on Facebook, follow on Twitter and watch the Cabinet's "Now You Know" video on YouTube.

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