

Rubbermaid

®

Commercial Products

50TH
ANNIVERSARY

BRUTE

THE HISTORY BEHIND THE SHIELD

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50TH
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THE WOOSTER RUBBER CO

Our Legacy

Durability. Trust. Innovation. Proven performance.

These words don't just describe our products...they describe *our brand*. These words have been proven true throughout the history of our company. They define who we are today and who we will continue to be tomorrow. For 50 years, Rubbermaid Commercial Products (RCP) has pioneered world-class product solutions that meet the challenging demands of commercial facilities while outperforming and outlasting the competition.

Products tailored and designed to address the distinct needs of many different environments can be spotted rolling through the corridors of hospitals, hotels, sports stadiums, office buildings, restaurants and airports around the world.

From bath mats to the BRUTE® to the first resin-molded mop bucket, a lot has happened since 1968, but our commitment to manufacturing excellence has never wavered.

Today, we are proud to be the global leader of the commercial cleaning industry, delivering exceptional products that simply work better than the rest. With better products, the people who use them work better. **Work is better behind our shield.**

Our Heritage

Our story is one defined by growth, success, change, innovation, hard work and dedication. It is a story written by winning people with winning attitudes.

It began in 1958 when a single salesman was assigned by Rubbermaid Incorporated to call on hotels and motels to sell doormats and bathmats. His sales pitch was the start of Rubbermaid's institutional business, formally established as Rubbermaid Commercial Products. RCP became a separate entity from Rubbermaid, Inc. in 1968.



That same year, a new 145,000 square-foot plant was built in Winchester, Virginia to manufacture and market products for commercial and institutional markets. Production and distribution began in the fall, and John Gans, who led the formation of RCP, was named the first Vice President and General Manager of the business. Gans was joined by a number of tenacious managers and employees eager to learn and produce high quality excellence. In the first year alone, RCP employees produced and shipped an inventory of 221 different items.

As we moved into the 1970's, RCP led the technology conversion from metal and wood to plastic. By the end of the decade, RCP expanded outside of the Winchester area with a new manufacturing and distribution plant in Texas.

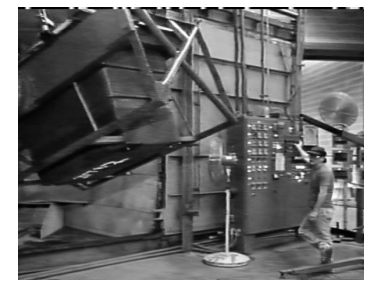


“With a new, aggressive and talented management team, a new, well-equipped factory and with an excellent line of high-quality products, we believe Rubbermaid Commercial Products has good potential for growth and profitability.”
- 1968 RCP Annual Report

In the 1980's, RCP pioneered the development of high-performance industrial, cleaning and agricultural products, and solidified a market leadership position that would remain in place for years to come.

Innovation is at the heart of our legacy, and we're proud of the trusted partnerships we've created with loyal distributors and customers. It's remarkable how many of our original partners have been by our side since we opened our doors in 1968. Thanks to them, RCP has become the brand it is today, helping people work better behind our shield.

With headquarters now in Huntersville, North Carolina, and facilities across four continents, RCP continues to expand into product categories where brand matters and customers place a premium on innovation.



“It's surreal thinking back to that very first shipment on September 5, 1968. I think it was even my first day on the job, picking the order and loading it on the box car. That was just the beginning of my 33-year career at Rubbermaid Commercial Products, and 50 years later, I'm still proud to have been a part of RCP's history.”

- Ted Braithwaite, RCP employee from 1968 - 2001



Our Brand

Our customers have been at the heart of our business since day one. Our customers know RCP is a brand they can trust. From manufacturing and distribution, to service and support, RCP is a partner in preferred performance for users around the globe, working together to work better behind the shield.

“When I think about Rubbermaid Commercial Products, quality comes to mind first. For 50 years, RCP has practiced the perfect business model — their people are putting in the time and research to decipher what people need so they can solve real problems. As a distributor, they always ask us, ‘What can we help you with?’



and that’s pretty cool. We hear from our customers all the time what great value and service RCP provides. They will pay more for RCP products because they do more for them.”

– Jim Smith, Executive Vice President, HP Products, RCP distributor for 30 years



In the Traditional Floor Care category, **83%** of consumers are aware of the Rubbermaid Commercial Products brand.

In the Utility Refuse category, **85%** of consumers are aware of the Rubbermaid Commercial Products brand.

Perceived quality is the weighted average of the brand image, considering the brand positioning and drivers’ weight.



We are compelled to continually ask, “How can we make a job easier, cleaner and more efficient?” We strive to learn what customers do today to help us understand how we can influence what they do tomorrow. By recognizing their daily frustrations, we can identify what workers need in a product and develop a long-lasting solution that allows them to work faster, smarter and safer.

Our culture of providing continuous improvement for customers would not be possible without a high-performing, loyal workforce committed to leadership on a world-class level. Day to day, our employees produce with quality and proficiency in mind. They exceed expectations. They think and act like a winning team. Without them, there would be no RCP success story.



Our innovation and ground-breaking solutions are driven by an uncompromising commitment to always put customers first. The evolution of the WaveBrake® Mopping System is just one example of our diligence to handle the needs of any job effectively. Since 1974, we’ve helped users reduce splashing for more efficient mopping, cleaner floors and an overall safer environment.

RCP: Durable Products. Uncompromising Integrity.

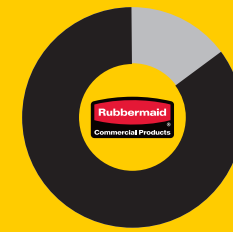


After 50 years in the business, RCP is an established global leader, trusted partner and pioneer of exceptional products that outperform and outlast the competition.

Our innovative products and commitment to customer satisfaction have set us apart from the competition, earning our business a wide range of awards, acclaims and recognition as a brand that will deliver on its promise to provide the very best every time. It's why facilities professionals know, buy and recommend RCP products.



Brand Leader in Commercial Facilities Maintenance



85% of customers identify and are aware of the RCP brand, 16 percentage points higher than the nearest commercial supplier

Consumer Driven Innovation



RCP deploys field teams to **observe** users in action and **gather** choosers' insights to inform its product development strategy

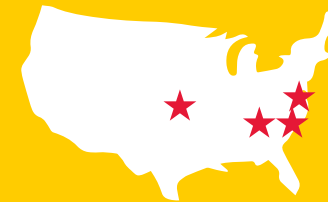
Number one in the U.S. market in utility refuse, cleaning carts and traditional floor care



Performance to the Test

Our products are tested to **outperform** and **outlast** the competition in state-of-the-art test labs around the country. From the raw materials to the finished product, RCP monitors every step of the process to ensure we consistently deliver industry-leading performance.

Made in the USA



We are proud to manufacture in the U.S., with more than **3.9 million square feet** of production located in: Cleveland, TN, Lumberton, NC, Winchester, VA, and Winfield, KS



Training

RCP's training facility based in Winchester, VA develops a robust curriculum of professional and industry training for employees and distributors



Continuous Innovation

Products designed with the latest technology to meet evolving demands of commercial facilities



Building on our Roots

Re-inventing on our core products to differentiate ourselves from the competition



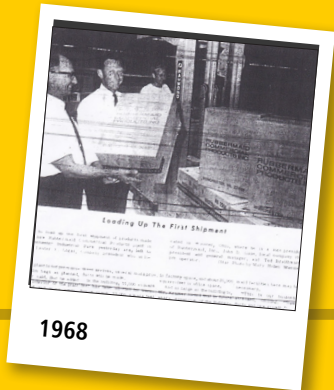


Timeline of RCP History

Over the last 50 years, RCP has consistently delivered exceptional product solutions, built trusted, long-standing relationships with customers and distributors and created an industry-leading brand that our employees can be proud to represent.



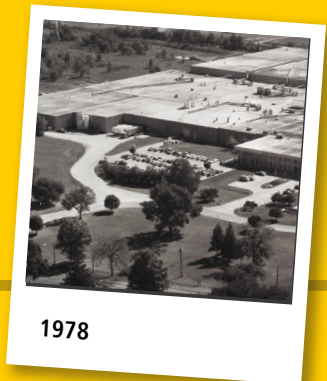
1967
On November 30, ground was broken at the Winchester Industrial Park for RCP's first 145,000 square-foot plant. The first product line included mobile barrels, polyethylene bags and tilt baskets.



1968
As a newly established entity separate from Rubbermaid, Inc., RCP ships its first product delivery from Winchester, Virginia, to the West Coast on September 5. The shipment consisted of locally-made, industrial-type waste receptacles, called "Untouchables." This same year, the iconic BRUTE® container was born.



1974
RCP's first resin mop bucket was manufactured and brought to market.



1978
Following a decade of highly successful growth and development, the Winchester plant expands more than three times its original size, from 145,000 square feet to nearly 500,000 square feet, and a second facility was built in Cleburne, Texas.



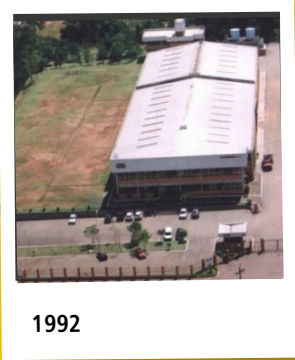
1984
RCP adds agricultural products, textile floor care, mops, brooms, brushes and beverage containers to the product line.



1985
RCP develops the first touch-free automated soap system, beginning the brand's legacy of washroom innovation.



1986
RCP acquired SECO Industries of Cleveland, Tennessee, a leading manufacturer of textile floor care products and other sanitary maintenance products.



1992
RCP begins a new focus on international expansion, innovation and environmental initiatives.



1993
RCP is honored by a special House Joint Resolution of VA's General Assembly in recognition of its progressive recycling programs.



1994
RCP is named America's Most Admired Corporation by Fortune magazine.



1999
Newell Brands acquires Rubbermaid Commercial Products, marking the beginning of a period of change within the organization.



2005
To address the splashing issue of normal mop buckets, RCP developed the WaveBrake®. The new model included baffles inside the bucket to break up the waves, reducing splashing by 40 percent.



2007
The 44-gallon Vented BRUTE® was created, an innovative container in a class of its own. The new venting channels made removing liners up to 50 percent easier for workers, improving productivity and reducing the risk of injury.



2007
RCP acquires United Metal Receptacle, a producer of decorative waste management products and accessories for the commercial facilities market.



2008
RCP acquires Technical Concepts Holdings, LLC, a leading global provider of innovative restroom hygiene systems. The acquisition bolstered the strength of RCP's diverse portfolio of solutions.



2013
RCP launches the Mobile Marketing Program, which takes our product directly to end-user visits, trade shows, and customer meetings.



2015
RCP launches its largest advertising campaign to date, leading to 1.5 billion impressions.



2018
RCP celebrates 50 years of business and of the BRUTE® container.

Our Distributor Partners

Our global success wouldn't be possible without the support of our long-standing partnerships with distributors. Today, trusted relationships with distributors help RCP deliver on our commitment to achieve the highest level of customer satisfaction with every product we produce.

By connecting us with customers who will buy and use our products on a daily basis, distributors have helped enhance our company's reach. We rely on distributors to deliver our products to the right customers, for the right need, in the right condition. Our trust in them remains strong. These partners make it possible for our employees to focus on producing the solutions that meet the needs of our customers.

Through collaboration, each RCP partner has brought unique value to our business that has helped us earn the confidence of industry professionals. They are a significant piece of the RCP puzzle and a contributor to why the world has come to know that RCP will deliver money-saving innovations, with best-in-class performance and quality.

“ Rubbermaid Commercial Products has been a valued business partner of ours for over 30 years. Through my personal 18-year tenure working directly with RCP, I've had the opportunity to get to know a great number of highly trained and motivated professionals. As a broadline distributor, sometimes our challenges are a bit different from a traditional equipment and supply dealer. It's very important for us to partner with manufacturers that provide the highest quality products so we can in turn create value for our own customers in their operations. We are proud to offer brands like RCP that our customers know and prefer. ”

– Tracey Norrid, Director of Equipment & Supplies, Ben E. Keith



“ Since the 1970s, RCP has been a trusted and valuable partner. At RCP, everyone from the sales team to upper management is incredibly responsive, cooperative and a firm believer of the products they make. They always rise to the challenge and provide exceptional support 100 percent of the time. Our partnership with RCP allows us to bring in new, innovated products with minimal risks and great rewards. ”

– Stewart Strauss, President & CEO, Strauss Paper

“ When we first started selling BRUTES® in 1968, my father and I commented on how much better it was to sell Rubbermaid Commercial Products versus galvanized cans. RCP has always been a pleasure to work with and has built a reputation for manufacturing the best products in the industry. We are proud to have worked alongside RCP for 50 years – a brand name that just cannot be beat. ”

– Robert S. Doochin, President & CEO, American Paper & Twine Co.



Work's Better Behind Our Shield Because...

We have a proven new product development process to ensure products with our shield work better for our customers. We're committed to working alongside our customers to provide service and support throughout the life cycle of every product we make.



INSIGHTS GATHERING

We listen to the people who use our products and always put them first. Our Marketing Insights team works directly with customers to pinpoint their needs. From the concept phase through first production and beyond, getting the product into the hands of our customers to determine what works, what doesn't and what we can do to make it better is an integral component to developing a successful product. Through focus groups and field research, we seek to discover real solutions to the real challenges that real people face every day.



RESEARCH & DEVELOPMENT

We provide our customers with products that exceed expectations and make their jobs easier. Once we have identified the need for a new product, our Research & Development team conducts extensive research to determine the best way to bring a new product idea to life.



MANUFACTURING

We take pride in the quality of every product behind our shield. Our world-class facilities boast more than 3.9 million square feet of manufacturing and shipping and receiving space. All products are manufactured with state-of-the-art equipment by highly trained operators adhering to strict protocols, ensuring efficiency and high quality results every time. Our team at the Cleveland, Tennessee plant, for example, produces an average of 32,000 mops per day. All products are taken through rigorous rounds of testing and revisions to ensure they meet market expectations. We've become the expert in manufacturing techniques such as rotational molding, injection molding, structural foam, metal fabrication, structural web and yarn spinning. In addition, our sophisticated warehousing and automated inventory picking system guarantees on-time order fulfillment and delivery.



DISTRIBUTION

We develop smart tools, build channels and maintain strong relationships to put our products in customers' hands. Our dedicated sales team launches new products to the market, using sales materials to drive demand and awareness. With the help of our loyal distributors, the product is then delivered to our customers.



SERVICE

We guarantee the integrity of our products throughout their life cycle. Should an issue arise with an RCP product, or if a product needs repair, we will work quickly and efficiently with the customer to ensure the product is restored to its full functionality. Our representatives want to know all of the factors that resulted in the product failure or dissatisfaction so we can resolve the issue permanently.



SUPPORT

We are available to our customers 365 days of the year with full, trusted care and guidance to guarantee their satisfaction. Through our Customer Care line, our representatives are there to assist in any way they can. Because at RCP, we put the customer first.

Engineering World-Class Product Solutions for Every Need

We know life takes work and work takes place everywhere. That's why our products are tailored and designed to address the distinct needs of a variety of different key verticals, including manufacturing, hospitality, back-of-house retail, healthcare, construction, property management, transportation & entertainment, institution, foodservice and building service contractors. We work tirelessly to provide customers innovative industry solutions that will help them work better behind our shield.



“ Nearly 15 years ago, I was contacted by the vice president of the newly created RCP health care division about how they could engage our members. I visited the RCP corporate office to meet with the executive team and was struck by the process and quality of raw materials used in the manufacturing plant and testing lab. RCP demonstrates a passion and commitment to quality by putting the end user first. Each product is created to meet the everyday needs of our members, and that does not go unnoticed. We've had a great relationship with RCP since day one. ”

– Patti Costello, Executive Director, Association for the Healthcare Environment of the American Hospital Association



MANUFACTURING

Manufacturing facilities are fast moving, process-driven environments. RCP's high-capacity, extremely durable solutions are designed to increase staff efficiency with integrated time-saving features.



HOSPITALITY

Image means everything for hotels and resorts, both for those managing the facility and their guests. RCP's decorative, discrete waste and cleaning options enhance any environment, and increase cleaning efficacy.



BACK OF HOUSE RETAIL

In retail environments, efficiency is key when receiving and stocking goods on shelves. RCP offers mobility solutions to help staff unload and move product throughout stores faster.



HEALTHCARE

Averting infection is critical for healthcare facilities. RCP products keep hospitals, ambulatory facilities and long-term care facilities safe, reducing the risk of infections and increasing patient satisfaction.



CONSTRUCTION

Construction sites rely on RCP's tough products that work as hard as they do. RCP tests and retests products to meet rigorous durability standards.



PROPERTY MANAGEMENT

A clean office environment is a top driver for high performance at work. As a global market leader in cleaning, recycling and waste solutions, RCP is here to optimize the office.



TRANSPORTATION & ENTERTAINMENT

Transportation and entertainment facilities need efficient solutions to manage high-traffic, expansive areas. RCP's high-capacity transportation and waste management products help workers get the job done quickly.



INSTITUTION

Schools focus on maintaining healthy and sustainable environments for students and staff. RCP offers support with products that reduce water consumption and help meet sustainability goals.



FOODSERVICE

RCP offers durable foodservice products that withstand demanding environments and support every step in the flow of food from receiving and storage to preparation, transportation and cleaning.

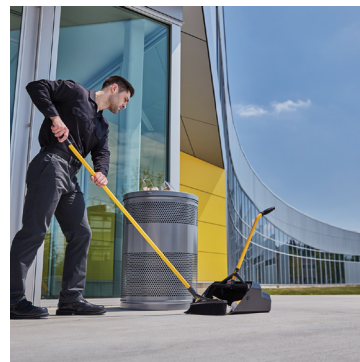


BUILDING SERVICE CONTRACTORS

Building Service Contractors' (BSC) priority is to provide clean environments for buildings they serve. BSCs rely on RCP's high-quality tools to keep spaces comfortable for tenants, from office buildings to healthcare facilities.

Dedicated to Value-Added Solutions

At RCP, we've focused our innovations on areas we feel can make a positive impact for businesses and their employees. We provide customers with solutions focused on five areas for improvement: productivity, health and wellness, sustainability, image and cost in use.



Productivity:

Our products are created to allow users to work faster and smarter. We take the time to understand customers' challenges and identify solutions to help them be more efficient. Our products are innovatively designed to handle double duty steps, making jobs easier to accomplish with less effort. Our oversized Maximizer™ Heavy-Duty Debris Pan, for example, holds heavy loads with more capacity than standard debris pans, reducing workers' trips to the trash bin.

Health & Wellness:

We know workers in the cleaning and foodservice industries experience injuries every day as a result of slips, trips and falls while on the job. That's why our products provide a full range of solutions to reduce costly injuries and improve the safety of facilities. Our ergonomic product design helps reduce workers' overexertion, another common cause of injury. In addition, our products help prevent the spread of illness-causing contaminations in all verticals we serve, including hospitals, restaurants and bathrooms. Our HYGEN™ Microfiber removes 99.9 percent of microbes*, a critical step in preventing infection.

*Based on third-party testing with water only. The product can be used with a wide array of cleaning solutions. EPA EST. 90650-NC-001



Sustainability:

We're committed to products, methods and programs that have a positive impact on the environment. We keep innovations in mind that encourage recycling and composting. The recycled materials in our Disposable Wet Mop help protect the earth, and the LumeCel™ technology in our Microburst® 3000 air freshener helps reduce the use of batteries.

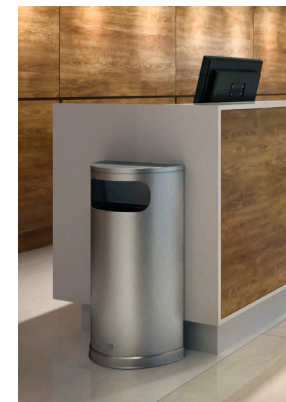


Image:

The design and functionality of our products are created with a careful eye to improve the overall image of a facility's environment. Through sleek, visually-pleasing aesthetics, we offer an innovative, modern appearance with products like our classic, perforated steel containers. Our products are available in materials, colors and finish options fit for any facility or customer preference. In addition, we minimize distractions for guests and patrons with discreet cleaning solutions.

Cost in Use:

Our solutions save users money in a number of ways, including outlasting the competition through durability, reducing injury costs and improving recycling effectiveness. An example of a long-lasting product that gets the job done is our iconic BRUTE®, which is made using the highest quality materials plus a UV inhibitor to ensure long life in extreme environments.



Meeting Every Need

Whether providing solutions for a wholesaler warehouse, manufacturing plant or high-end hotel, we meet the needs of our customers at every turn. With products designed to solve for the toughest challenges – from commercial kitchens to maintenance areas, public lavatories to operating rooms -- our shield is everywhere. We can guarantee that our products will fit every need within the industry by focusing on five key product categories we know our customers require.

REFUSE

- Utility and Recycling
- Decorative
- Bulk Collection

With hundreds of materials, colors and styles, RCP offers an extensive range of customizable refuse options. From the durable BRUTE® to the space-efficient Slim Jim®, every design is meticulously crafted to be better than the competition. Waste management is made simple with the highest-grade materials that bring elevated performance to the workplace.



CLEANING

- Microfiber
- Safety
- Cleaning Equipment

Over 40 years ago, the first looped-end, tailband mop from RCP was introduced to customers. This set a precedent for modern products like the WaveBrake® mop bucket which reduces splashing by 80 percent*, and the proprietary mop yarn blend with antimicrobials which extends performance. For the best in 'clean,' there is no substitute.

*Versus competitive 35Qt U.S. single compartment mop bucket and wringer, not including divider bucket and accessories.



MATERIAL HANDLING

- Carts
- Workstations
- Platform Trucks
- Bulk Trucks

Efficiency is the key to success in every workplace. RCP has developed material handling solutions to maximize productivity and vastly improve safety practices. Created with superior ergonomics and maneuverability, each product is built to specifications that will keep any environment organized and running smoothly.



WASHROOM

- Skin Care
- Air Care
- Surface Care

RCP provides all of the products needed in one intuitive system. From skin care, air care and surface care, every product is designed to promote wellness, minimize cost and enhance the facility – aesthetically and physically. Because being the best is more than just looking good.



FOODSERVICE

- Storage
- Preparation
- Transport
- Scales

You are what you eat, and RCP works tirelessly to provide the best solutions for prepping, storing and transporting food. Go beyond industry standards and experience award-winning designs that enhance the freshness and overall quality of every dish that's prepared.



“As a supplier for building service contractors, I feel good choosing RCP products for our customers. When they see the RCP shield, they know they're getting top-of-the-line products. We earn credibility by offering such a breadth of high-quality products. For example, the number of colors offered in RCP's product line, like the blue BRUTE® containers for recycled products, seems like it could be overwhelming, but it really speaks to a large range of our customers' needs. That's what you can expect when you have the brightest minds in the industry creating the solutions you need.”

– Michael Conrad, President of the National Service Alliance



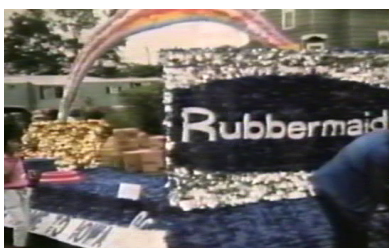
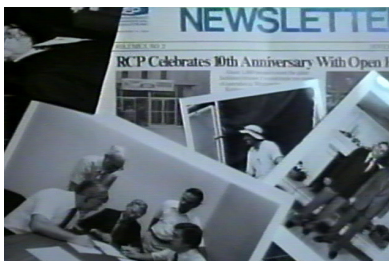
We're tremendously proud of our 50 successful years in business, an accomplishment not reached by all companies. What began with a sole salesman selling commercial products door-to-door, and morphed into a small, humble plant in Winchester, Virginia, RCP has become a global industry leader. Our team of 1,700 associates creates and manufactures best-in-class products in plants and offices around the world. Our evolution and expansion wouldn't have been imaginable without the thousands who have stood behind us for five decades, and counting.

To the people behind the shield, our employees, thank you for helping us create a brand we can all be proud to support. You have enabled RCP to deliver innovative, durable solutions for 50 years and we thank you for actively championing innovation and organizational excellence.

We're proud of our rich history, but we're not finished. Fueled by our employees and driven by our will to win, RCP will continue to create new, superior products that improve the lives of our customers. In another 50 years, RCP will still be the industry leader due to our resilience, toughness and courage. RCP will always guarantee that work is better behind our shield.

Here's to 50 more.

To our distributor partners, we are beyond grateful for the value you bring to our business. Your shared and loyal dedication to maintain the highest-level of customer satisfaction has helped make RCP the trusted brand we are today.



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