

Rubbermaid® Commercial Products Displays Newest Innovation, *Resist™* Waste and Recycling Solutions at NeoCon®

RCP's latest innovation combines functionality, style and product customization for any space

Chicago, June 12, 2017 – Today, Rubbermaid® Commercial Products (RCP) showcases its newest innovation in waste and recycling solutions, *Resist™* at NeoCon® in Chicago. The customizable collection is designed to maintain a high-quality aesthetic under the most extreme outdoor conditions.

Launching later this year, *Resist* receptacles are designed for commercial outdoor environments. Available in two styles (Fan and Shield), four different receptacle sizes (23G, 33G, 45G and 2x33G) and two different shapes (round and pill), the system delivers extreme durability and increased protection against natural elements and common abuse. Key features include:

- **Advanced coatings:** Advanced coating resists rust and corrosion for five years and defends from graffiti and everyday stains.
- **Dent Resistant Design:** Proprietary fan design resists up to 500 pounds of sustained blunt force.
- **Permanent Rain Hood:** The affixed rain hood is made of thick gauge metal, protecting the container from the elements.
- **Stainless Steel Lock & Key:** The stainless steel, corrosion resistant lock keeps out unwanted visitors.
- **Customization:** Choose from 230+ color, finish and material options to match a variety of environments. The Shield design offers additional customization options including five perforated patterns. Additionally, RCP's custom online design portal allows designers to easily visualize what their final customized product will look like before purchase.

“Outdoor receptacles are constantly exposed to harsh natural elements often leading to rust and corrosion, and they can also be tarnished by stains and graffiti,” said Ryan Hall, director, brand marketing, Rubbermaid Commercial Products. “At Rubbermaid Commercial Products we believe trash cans not only need to last, but should complement the spaces they occupy. Our newest *Resist* series is crafted with a beautiful design and features advanced coatings to maintain a premium look in even the most extreme conditions.”

Additionally, RCP will feature its *Enhance™*, *Configure™* and *Classics™* product lines during the show. The *Enhance* collection is a customizable premium waste system built to complement a property's upscale décor. The *Configure* recycling system, launched in March 2016, is also a customizable solution available with seven waste stream labels and four lid openings to accommodate a variety of recycling needs. The *Classics* collection is a modern waste and recycling system featuring perforated steel designs for a clean appearance that is ideal for high-traffic areas in both indoor and outdoor environments.

Rubbermaid Commercial Products will be exhibiting on Monday, June 12, **9 a.m. to 5 p.m.**; Tuesday, June 13, **9 a.m. to 5 p.m.**; and Wednesday, June 14, **9 a.m. to 3 p.m.**, at **booth #7-10042** during NeoCon at The Mart in Chicago.

Building upon the company's continued commitment to design, Rubbermaid Commercial Products will also be a sponsor of the Block Party at NeoCon 2017. At the event, hosted by *Interior Design* and NeoCon, RCP will be highlighting the beauty that can be found in everyday design, working with local

artist Michael Pendleton to create a live installation at the event. The party takes place on Tuesday, June 13, 5 to 7 p.m., at River Drive, The Mart, and is open to everyone with a VIP pass for the NeoCon show.

Join the conversation on social! Share your photos of RCP's booth and the art installation using the hashtags **#DesignedByRCP #sweepstakes** and be entered for a chance to win an AmEx gift card worth \$200! For full details, please visit the RCP booth or the RCP art installation at the Block Party at NeoCon 2017.

About Rubbermaid Commercial Products

Rubbermaid Commercial Products (RCP), headquartered in Huntersville, N.C., is a manufacturer of innovative, solution-based products for commercial and institutional markets worldwide. Since 1968, RCP has pioneered technologies and system solutions in the categories of food services, sanitary maintenance, waste handling, material transport, away-from-home washroom and safety products. RCP, an ISO 9001:2000 manufacturer, is part of Newell Brands' global portfolio of leading brands and continues to develop innovative products. Visit www.rubbermaidcommercial.com.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, <http://www.newellbrands.com>.

Contact:

Angie Champsaur

Angie.Champsaur@newellco.com

470-249-2394

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