



Rubbermaid® BRILLIANCE™ Containers Set the New Standard in Food Storage

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Rubbermaid's latest food storage containers are 100% leak-proof, guaranteed.

ATLANTA, Oct. 31, 2016 /PRNewswire/ -- Rubbermaid BRILLIANCE™ is Rubbermaid's newest line of containers that set a new standard in food storage. The crystal clear containers are 100% leak-proof guaranteed, and are designed to accommodate today's busy, modern lifestyle. Rubbermaid BRILLIANCE containers are made of stain resistant material and feature a modular, stackable design for exceptional organization in the refrigerator.



"Rubbermaid has a long history of designing innovative products to meet consumers' needs, and Rubbermaid BRILLIANCE is no exception. With Rubbermaid BRILLIANCE containers, we really wanted to take food storage to the next level," said Marta Aebischer, Vice President of Marketing, Rubbermaid Consumer Products. "From its 100% leak-proof guarantee to its space efficient, crystal clear design, Rubbermaid BRILLIANCE is a food storage solution that consumers are sure to love."

Top features:

- **100% Leak-Proof Guaranteed** – Designed with an airtight leak-proof seal and innovative latches.
- **Stain Resistant Material** – Keeps the container looking new and resists odors.
- **Crystal Clear** – Pristine, high quality material provides 360 degree clarity.
- **Splatter-Resistant Microwaving** – Designed with innovative vents that allow microwaving with the lid on and latches open to help reduce splatters. Crafted with heat resistant BPA free material.
- **Stacks Perfectly** – Modular, space efficient design for exceptional organization in the refrigerator.
- Available in five sizes to hold all types of foods:
 - Mini (0.5 Cups)
 - Small (1.3 Cups)
 - Medium (3.2 Cups)
 - Medium Deep (4.7 Cups)
 - Large (9.6 Cups)
- MSRP: \$4.99 to \$12.99
- The product is also available in multi piece sets which stack perfectly together

To launch Rubbermaid BRILLIANCE, the brand has partnered with [The Chic Site's](#) Rachel Hollis¹ – a lifestyle expert, event planner and busy mom of

three growing boys – to share her best meal prep and storage tips through photos and videos on her website and social media channels. The first of three videos from Rachel can be seen on her website here: www.thechicsthe.com.

"Having grown up with Rubbermaid in the kitchen, I can't tell you how excited I was to learn about Rubbermaid BRILLIANCE," said Rachel. "The same quality products I grew up with are now not only 100% leak-proof guaranteed, but they are setting a new standard for storage containers – they're absolutely stunning! Now my refrigerator is always beautifully organized, making it easier to have our family meals and snacks prepared in advance each week."

Rubbermaid BRILLIANCE containers are available at retailers nationwide including Walmart, Bed Bath & Beyond, Target, Amazon and other fine retailers, starting October 2016. For more information please visit www.rubbermaid.com/brilliance or follow @Rubbermaid on [Facebook](#) and [Instagram](#).

¹ Rachel Hollis is a paid spokesperson for Rubbermaid BRILLIANCE containers.

About Rubbermaid®

Rubbermaid is a leader in developing innovative, high-quality solutions that help consumers keep their homes in order. Widely recognized and trusted, Rubbermaid designs and markets a full range of organization, storage and cleaning products to keep the home – including closets, garages, kitchens and outdoor spaces – neat and functional, freeing consumers to enjoy life. Rubbermaid (www.rubbermaid.com) is part of Newell Brand's global portfolio of brands.

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, www.newellbrands.com.

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