Rubbermaid's Breakthrough Innovation In Food Storage Extends The Life Of Produce

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Patented FreshVent™ Technology Keeps Produce Fresher Up to 80% Longer*

NEW YORK, NY (June 6, 2016) – Rubbermaid has unveiled the FreshWorks™ Produce Saver, a breakthrough food storage container that features patented breakthrough technology to keep produce fresher up to 80%* longer than traditional produce packaging. By extending the life of your fruits and vegetables, the FreshWorks™ Produce Saver keeps food looking and tasting its very best for longer. Now everyone can create fresh meals, enjoy healthy snacks and eat the freshest ingredients year-round!

Keeping your fruits and vegetables as fresh as the day you purchased them is no easy task. In fact, many people find that their produce has spoiled after just a few days, leaving them no choice but to throw it away. As a result, Americans waste $24 billion worth of produce every year, which is the equivalent of $192 per household.**

With FreshWorks™ Produce Saver, consumers can simply move produce from store packaging and into the FreshWorks™ containers before refrigerating to maintain freshness for up to 80% longer. Available in three different sizes to fit a variety of produce needs, FreshWorks features revolutionary FreshVent™ technology to regulate the flow of oxygen and carbon dioxide, while the CrispTray™ helps reduce moisture and spoilage. From berries to leafy greens, this means that Americans can enjoy fresh fruits and vegetables for longer.

Rubbermaid will launch the "Long Live Produce Challenge" on June 13, encouraging Americans to test and prove the benefits of the FreshWorks™ Produce Saver, while they shop for their favorite fresh produce. Nicole Feliciano, editor and founder of Mom Trends, will kick off the challenge on her site by providing visitors with exclusive tips and tricks. "There's nothing more frustrating than when I reach into the fridge and find that the produce I purchased earlier in the week has already spoiled," said Nicole. "I'm challenging all Americans that pride themselves on feeding their family fresh produce to change their existing grocery routine and join me for the 'Long Live Produce Challenge' to see just how much longer you can make your produce last!"

FreshWorks™ Produce Saver features:

- Keeps produce fresh up to 80% longer versus store packaging.
- FreshVent™ Lid contains revolutionary membrane that naturally regulates the flow of Oxygen and Carbon Dioxide to create the optimal environment so produce stays nearly as fresh as the day it was picked.
- CrispTray™ helps keep moisture away from produce to reduce spoilage.
- Lid filter lasts a lifetime.
- Top shelf dishwasher safe, BPA-free.

- Available in three sizes to hold all types of produce:
  - Small (2.5 Cups): Ideal for small berries.
  - Medium (6.3 Cups): Perfect for strawberries.
  - Large (17.3 Cups): Optimal for leafy greens.
- MSRP: $9.99 to $15.99.

Rubbermaid's FreshWorks™ Produce Saver is now at retailers nationwide including Walmart, Bed Bath & Beyond, Costco, Kroger, Target, Amazon and other fine retailers. For more information please visit www.rubbermaid.com/freshworks or on Facebook at https://www.facebook.com/RUBBERMAID.

* Based on strawberries in FreshWorks™ containers vs. store packaging at day 21.

** Source: USDA 2014

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.