



Newell Rubbermaid Opens Design Center to Drive Growth Through Design-Led Innovation

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Brings together world-class talent and new capabilities under one roof to accelerate great design and innovation as a competitive advantage

ATLANTA, May 19, 2014 /PRNewswire/ -- Newell Rubbermaid (NYSE: NWL) today announced the opening of a state-of-the-art Design Center in Kalamazoo, Mich., joining an exclusive club of design-driven companies that recognize design and innovation as a competitive advantage.



"The opening of our new Design Center represents another step forward in our ambition to become a design and innovation led company," said Michael Polk, President and Chief Executive Officer of Newell Rubbermaid. "Our pipeline of new products is strengthening and with the Design Center now operational, we will further the development of new ideas that distinguish our brands in the marketplace. Newell's new Design Center is a great example of our Growth Game Plan in action."

The new 40,000-square-foot facility has been carefully planned to foster creativity and maximize the sharing of ideas and technologies among the company's brands. A large, open studio space provides the ideal environment for designers to collaborate using advanced software tools. Immersion labs for each of the company's business segments will enable design and marketing teams to evaluate product prototypes and imagine the possibilities of future product roadmaps. New designs can be built, tested and painted in the on-site model shop. A usability lab will enable the newly created usability team to interact with consumers and end-users to create better product experiences. There is also a professional photography studio.

Approximately 100 professionals will staff the center when it is at full capacity, bringing a wealth of diverse, global experience across new and existing capabilities including graphic and industrial design, usability, as well as color, material and trend analysis.

"We have conversations with millions of consumers through our products every day, and through great design and innovation we will elevate these conversations to a new level," said Chuck Jones, Newell Rubbermaid's Chief Design and Research & Development Officer. "Our new Design Center brings together all the disciplines in design and innovation under one roof to collaborate across our entire portfolio of great brands."

The Design Center is located at the heart of the vibrant Southwestern Michigan community of design-led companies including Herman Miller, Steelcase, Whirlpool, Stryker and Wolverine, as well as a growing Michigan-based educational community that includes Western Michigan University, The College for Creative Studies and Cranbrook Academy.

"We appreciate the support of Governor Rick Snyder, the State of Michigan, Southwest Michigan First, the City of Kalamazoo and Western Michigan University to help make our new Design Center a reality," said CEO Polk. "Kalamazoo is the ideal location to plant the seeds for bigger, better innovations that will build our brands for the long term."

For more information about Design at Newell Rubbermaid and to view photos of today's Design Center grand opening celebration, please visit design.newellrubbermaid.com.

About Newell Rubbermaid

Newell Rubbermaid Inc., an S&P 500 company, is a global marketer of consumer and commercial products with 2013 sales of \$5.7 billion and a strong portfolio of leading brands, including Sharpie®, Paper Mate®, Rubbermaid Commercial Products®, Irwin®, Lenox®, Parker®, Waterman®, Rubbermaid®, Levolor®, Calphalon®, Goody®, Graco®, Aprica® and Dymo®. As part of the company's Growth Game Plan, Newell Rubbermaid is making sharper portfolio choices and investing in new marketing and innovation to accelerate performance.

This press release and additional information about Newell Rubbermaid are available on the company's Web site, www.newellrubbermaid.com.



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