Rubbermaid Commercial Products® Hosts Fourth Annual Behind the Scenes of Clean Campaign, Celebrating Cleaning and Facility Maintenance Professionals Across the U.S.

October 2, 2025

RCP continues year-round recognition with appreciation events nationwide, celebrating the essential workers who keep communities safe, clean and welcoming

HUNTERSVILLE, N.C., Oct. 2, 2025 /PRNewswire/ -- Rubbermaid Commercial Products® (RCP), part of the Newell Brands global portfolio of iconic brands, and a leader in innovative, solutions-based commercial products, today announced the return of its *Behind the Scenes of Clean* campaign, a nationwide appreciation program that honors custodians, cleaning professionals, and facility maintenance teams.



Now in its fourth year, the initiative coincides with National Custodian Day (October 2) and Environmental Services Week (Beginning September 8), spotlighting the essential contributions of the people who keep schools, hospitals, workplaces, and public spaces clean, safe, and welcoming every day.

A Growing Tradition of Recognition

Launched in 2022, the initiative shines a spotlight on the cleaning and environmental service professionals whose critical contributions too often go unseen. *Behind the Scenes of Clean* has evolved into an annual tradition of gratitude. The record-breaking 2024 campaign quadrupled the number of celebratory events from the prior year and extended thanks to five times as many cleaning professionals – totaling over 17,000.

How RCP Is Celebrating in 2025

Building on that incredible momentum, the 2025 campaign will expand its reach to honor over 21,000 professionals with nationwide appreciation events throughout Environmental Services Week and National Custodian Day. From meals and product giveaways to opportunities for direct leadership engagement, each event is designed to deliver meaningful recognition and gratitude to the people who engage with RCP's products daily in service of their communities.

"*Behind the Scenes of Clean* has grown to become a true movement of appreciation," said Robert Posthauer, President, Home & Commercial – Commercial at Newell Brands. "Cleaning and facility maintenance professionals play a vital role in the health and safety of every community, and it is a privilege to continue building this tradition of gratitude, ensuring these behind-the-scenes heroes receive the recognition they deserve all year long."

More Than Just Cleaning Products: A Legacy of Support

For more than 55 years, RCP has helped custodians and facility teams succeed with durable, innovative solutions – from BRUTE® heavy-duty trash cans and HYGEN® microfiber cleaning systems to safety signage, washroom innovations and foodservice solutions. From refuse and recycling to cleaning, safety, washroom, material handling and foodservice solutions, RCP delivers reliable tools designed to meet the toughest demands of commercial environments.

Join the Movement

Behind the Scenes of Clean encourages businesses, institutions and individuals alike to pause, notice and thank the cleaning professionals who go above and beyond to keep public spaces clean and functioning safely.

For more information on *Behind the Scenes of Clean* and to learn ways to show appreciation in your community, visit www.rubbermaidcommercial.com/BTSOC

About Rubbermaid Commercial Products

Rubbermaid Commercial Products (RCP), headquartered in Huntersville, NC, 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 washroom and safety, cleaning, waste handling, material transport and food services. RCP is part of Newell Brands' global portfolio of leading brands and continues to develop innovative products. Visit www.rubbermaidcommercial.com, and join us on Facebook, Instagram, LinkedIn and X to learn more.

About Newell Brands

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Rubbermaid, Sharpie®, Graco®, Coleman®, Rubbermaid Commercial Products®, Yankee Candle®, Paper Mate®, FoodSaver®, Dymo®, EXPO®, Elmer's®, Oster®, NUK®, Spontex® and Campingaz®. Newell Brands is focused on delighting consumers by lighting up everyday moments.

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

View original content to download multimedia:https://www.prnewswire.com/news-releases/rubbermaid-commercial-products-hosts-fourth-annual-behind-the-scenes-of-clean-campaign-celebrating-cleaning-and-facility-maintenance-professionals-across-the-us-302573010.html

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