



## Newell Brands Highlights Customer Experience Center to Strengthen Retail Partnerships and Showcase Innovation

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*Immersive space brings iconic brands to life through interactive experiences and retailer collaboration*

ATLANTA--(BUSINESS WIRE)--Nov. 12, 2025-- Newell Brands (NASDAQ: NWL), a leading global consumer goods company with a portfolio of iconic brands including Rubbermaid®, Sharpie®, Coleman®, Graco®, and Yankee Candle®, is spotlighting its Customer Experience Center (CEC) at its Hoboken, New Jersey office.

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Newell Brands spotlights its Customer Experience Center, an immersive space where retail partners experience the company's innovation, insights, and brand storytelling firsthand.

This new 12,000-square-foot space is designed to foster distinct, customer-centric, hands-on engagements for retail partners. The CEC features a dedicated product showroom that features consumer-led, proprietary products during

consumer and shopper occasions. Retail partners can have personalized experiences at the CEC, which provides a superior retailer value proposition through shopper insights and access to innovation.

"The Customer Experience Center reflects our commitment to investing in our retail partners and elevating how together we can make an impact with our shoppers," said Chris Peterson, President & CEO of Newell Brands. "It brings our corporate strategy to life, enabling deeper collaboration, showcasing our innovation and reinforcing the strength of our brands in a dynamic environment."

As a global company with domestic and international retail partners, Newell selected Hoboken as a strategic location for the CEC due to its accessibility and proximity to key markets, as well as the opportunity to maximize its current real estate footprint. The location offers easy domestic and international air travel access and direct train connections from New York City, one of the world's leading hubs for business, culture and innovation.

### Where Brands Come to Life

Retail partners can explore the latest products through curated real-world vignettes, designed to reflect everyday shopper moments across categories such as food storage and kitchen, writing, outdoor and recreation, baby, and home fragrance. Whether it's the scent of a new candle or an outdoor gear demo, the experience is crafted to spark connections and light up everyday moments for shoppers.

"The Customer Experience Center is a powerful physical expression of winning with shoppers through our retail partnerships," said Mike Hayes, Chief Commercial Officer at Newell Brands. "It's where we bring insight, strategic planning, execution and brand storytelling into one place. We have created a space that strengthens our ability to shape decisions with our retail partners by investing in more meaningful and productive engagement."

### An Experience Designed for Impact

The CEC is guided by a cross-functional team that curates and delivers high-impact visits. From itinerary planning to on-site execution, the team partners closely with Sales, Marketing and Brand leaders to tailor each experience to a retailer's unique goals.

Since opening this year, the CEC has hosted several retail partners. Early feedback has been overwhelmingly positive. Retailer partners consistently noted the value of seeing product innovation in action, engaging in strategic discussions, and experiencing shopper moments in realistic, hands-on settings. Several have also shared that the CEC experience has been insightful, well-organized and tailored to their business needs.

### Features of the Customer Experience Center

- **Immersive brand vignettes** that reflect real-life shopper lifestyles.
- **Interactive product displays** showcasing innovation and design.
- **Collaborative zones** for workshops, feedback sessions and strategic planning.
- **Digital storytelling tools** that connect brand heritage with future-forward thinking.
- **Hospitality touches** like a coffee bar and lounge seating to enhance the guest experience.

The CEC puts retail partners at the center of developing the consumer experience, accelerating business decisions, fostering lasting relationships and delivering value at every touchpoint to win together in the marketplace.

### 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](http://www.newellbrands.com).

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**Investors:**

Joanne Freiburger  
SVP, Investor Relations & Chief Communications Officer  
+1 (727) 947-0891  
[joanne.freiberger@newellco.com](mailto:joanne.freiberger@newellco.com)

**Media:**

Danielle Clark  
Director, External Communications  
+1 (404) 783-0419  
[danielle.clark@newellco.com](mailto:danielle.clark@newellco.com)

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