



Rubbermaid Commercial Products® 34 Gallon BRUTE® Earns 2026 Pro Tool Innovation Award

October 27, 2026

Honored for excellence in innovation and performance, the redesigned 34-gallon container combines increased capacity and jobsite-focused features with the trusted durability of the BRUTE® brand

- Rubbermaid Commercial Products (RCP) 34 Gallon BRUTE® earned a 2026 Pro Tool Innovation Award in the Disposal category
- The redesigned container adds two gallons of capacity and features a full-grip bottom handle for easier emptying
- The 34-gallon model is available now at The Home Depot, with the broader 34-gallon and 46-gallon containers launch planned for March 2027

HUNTERSVILLE, N.C., Oct. 27, 2026 /PRNewswire/ -- Rubbermaid Commercial Products® (RCP), part of the Newell Brands portfolio, today announced that its BRUTE® 34 Gal. Trash Can with Lid has received a 2026 Pro Tool Innovation Award (PTIA) in the Disposal category. The recognition builds on nearly six decades of BRUTE innovation and honors the latest evolution of a brand trusted across commercial and jobsite environments since 1968. The redesigned container combines increased capacity with features that improve lifting, emptying, transport, and liner changes for professionals.



2026 PTIA Winner for Disposal – What PTIA Said

The Rubbermaid BRUTE® 34 Gal. Trash Can provides 2 more gallons than standard 32-gallon containers. I wish every trash can had the full-grip bottom handle on this model that really helps when lifting and dumping heavy loads. Judges also loved the integrated liner cinches which help secure bags and make them faster to replace. An integrated venting-channel design also reduces suction, letting you remove liners more easily and quickly. This can is built to last.

"Each year, the Pro Tool Innovation Awards honor those products that shake up the industry and carve new pathways for performance, ergonomics, features, and value," said Clint DeBoer, General Manager for the PTIA. "We are thrilled to see the level of innovation this year continue to make often dramatic strides. This awards program showcases just how much product development is leveraging new technologies and manufacturing efficiencies to make a real impact for consumers."

The latest redesign carries BRUTE's legacy of innovation forward by addressing everyday pain points around capacity, lifting, emptying, liner changes, and transporting long-handled tools.

"This recognition reflects our commitment to designing products around the needs of the people who do essential work every day," said Robert Posthauer, President, Commercial Segment of Newell Brands. "The 34 Gallon BRUTE® builds on an icon professionals have trusted for decades,

pairing proven durability with thoughtful innovations that make demanding jobs easier. We are proud to continue evolving BRUTE around the real needs of professionals."

About the 34 Gallon BRUTE®

The 34 Gallon BRUTE® delivers a true 34-gallon capacity, two gallons more than standard 32-gallon containers, helping users collect more waste before emptying. A full-grip bottom handle and foot hold improve lifting and emptying. Integrated liner cinches and venting channels simplify liner changes, while the QuickClip system helps transport long-handled tools alongside the container.

Engineered to resist cracking, crushing, and warping, the container retains the reinforced base, ribbed rim, and robust handles associated with BRUTE® durability and is backed by a 10-year limited warranty.

The BRUTE® 34 Gal. Trash Can with Lid is available now through select retailers, including The Home Depot. The broader commercial launch of the 34-gallon and 46-gallon containers is planned for March 2027. For additional product information and availability, visit [HomeDepot.com](https://www.homedepot.com).

Visit protoolinnovationawards.com for more information about the Pro Tool Innovation Awards.

About Rubbermaid Commercial Products (RCP):

Rubbermaid Commercial Products LLC (RCP), headquartered in Huntersville, NC, has supported the people who make the world work since 1968. As a global leader in commercial and institutional solutions, RCP designs durable, innovative products across waste and recycling, material handling, cleaning, washroom, and safety categories—helping essential facilities like hospitals, schools, restaurants, warehouses, and commercial buildings stay clean, safe, and operational every day.

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 & 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.

About the Pro Tool Innovation Awards

The annual Pro Tool Innovation Awards (PTIA) began in 2013 and are judged by a panel of professional tradesmen and trade media representatives in the electrical, plumbing, MRO, and concrete fields, as well as landscaping professionals, general contractors, mechanics, and builders. The Pro Tool Innovation Awards seek to discover and recognize the most innovative tools, accessories, and products across a wide variety of industries and categories. Learn more at protoolinnovationawards.com.

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