

Newell Brands Logo

Rubbermaid FreshWorks Containers Named In Time's 2018 Best Inventions

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Rubbermaid containers for produce stored on countertop included in list of 50 groundbreaking inventions.

ATLANTA, Nov. 29, 2018 /PRNewswire/ -- The Rubbermaid® brand was honored by having the new [FreshWorks® Countertop Food Storage Containers](#) included in TIME's annual list of the [50 Best Inventions](#) that are making the world better, smarter and even a bit more fun.



Meant specifically to preserve certain types of produce kept on the countertop, the FreshWorks® Countertop Food Storage Containers help families minimize the amount of wasted produce in their homes, and ultimately save them money and extra trips to the grocery store. The containers feature the FreshVent® Lid Technology, which regulates the flow of gases in and out of the container, allowing for optimal moisture levels. The containers' design also incorporates an elevated base to keep produce away from moisture and promote proper airflow to prevent spoilage.

"We launched the FreshWorks Food Storage Containers to help families keep produce fresher for longer, and we're thrilled that TIME has recognized our new FreshWorks Countertop series as one of the top inventions of the year," said Ryan Hall, marketing director for Rubbermaid. "Food waste is a major issue for consumers, and we hope that the FreshWorks Food Storage Containers will help prevent wasted produce and save people money along the way."

After successfully launching Rubbermaid® FreshWorks® Food Storage Containers for refrigerated produce in 2016, the brand expanded the line this year to help preserve certain types of produce meant for the countertop. The new FreshWorks® Countertop Food Storage Containers are available now at Bed Bath & Beyond, Walmart and Meijer. For more information, please visit <http://www.rubbermaid.com/en-US/fresh-works> and follow @Rubbermaid on [Facebook](#) and [Instagram](#).

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 Brands' global portfolio of brands.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate, Sharpie, Dymo, EXPO, Parker, Elmer's, Coleman, Jostens, Marmot, Oster, Sunbeam, FoodSaver, Mr. Coffee, Rubbermaid Commercial Products, Graco, Baby Jogger, NUK, Calphalon, Rubbermaid, Contigo, First Alert, and Yankee Candle. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

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