

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of report (Date of earliest event reported): July 23, 2004

NEWELL RUBBERMAID INC.
(Exact Name of Registrant as Specified in its Charter)

Delaware ----- (State or Other Jurisdiction of Incorporation)	1-9608 ----- (Commission File Number)	36-3514169 ----- (IRS Employer Identification No.)
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10 B Glenlake Parkway
Suite 600
Atlanta, Georgia

30328

(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code: (770) 670-2232

ITEM 7. FINANCIAL STATEMENTS AND EXHIBITS.

(c) Exhibits.

Exhibit Number -----	Description -----
99.1	Announcement dated July 23, 2004, captioned "Newell Rubbermaid Updates Segment Reporting"

ITEM 9. REGULATION FD DISCLOSURE.

The information set forth under Item 12 below is also intended to be disclosed under this Item 9 and is hereby incorporated by reference.

ITEM 12. RESULTS OF OPERATIONS AND FINANCIAL CONDITION.

The information in this Report, including the Exhibit attached hereto, is furnished pursuant to Item 12 of this Form 8-K. Consequently, it is not deemed "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934, or otherwise subject to the liabilities of that section. It may only be incorporated by reference in another filing under the Exchange Act or Securities Act of 1933 if such subsequent filing specifically references this Form 8-K.

On July 23, 2004, Newell Rubbermaid Inc. (the "Company") announced that it has updated its segment reporting to reflect its recent divestiture of Little Tikes Commercial Play Systems, announced July 1, 2004. The Announcement, which includes segment reporting schedules, reflecting discontinued operations, along with quarterly income statements, can also be found on the investor relations portion of the Company's web site at www.newellrubbermaid.com. A copy of the Announcement is attached hereto as Exhibit 99.1.

The Announcement contains non-GAAP financial measures. For purposes of SEC Regulation G, a "non-GAAP financial measure" is a numerical measure of a registrant's historical or future financial performance, financial position or cash flows that excludes amounts, or is subject to adjustments that have the effect of excluding amounts, that are included in the most directly comparable measure calculated and presented in accordance with GAAP in the statement of income, balance sheet or statement of cash flows of the issuer; or includes amounts, or is subject to adjustments that have the effect of including amounts, that are excluded from the most directly comparable measure so calculated and presented. Operating and statistical measures and certain ratios and other statistical measures are not non-GAAP financial measures. For purposes of the definition, GAAP refers to generally accepted accounting principles in the United States.

Pursuant to the requirements of Regulation G, the Company has provided, as a part of the Announcement, a reconciliation of each of the non-GAAP financial measures to the most directly comparable GAAP financial measure.

The Company has used the financial measures that are included in the Announcement for several years, both in presenting its results to stockholders and the investment community and in its internal evaluation and management of its businesses. The Company's management believes that these measures -- including those that are "non-GAAP financial measures" -- and the information they provide are useful to investors since these measures:

- * enable investors and analysts to compare the current non-GAAP measures with the corresponding non-GAAP measures used in the past, and
- * permit investors to view the Company's performance using the same tools that Company management uses to evaluate the Company's past performance, reportable business segments and prospects for future performance and to gauge the Company's progress in achieving its stated goals.

The Company's management believes that operating income, excluding asset impairment, restructuring charges and other charges for the Company and each of the Company's five segments, continuing operations and discontinued operations and amounts of operating income, excluding asset impairment, restructuring charges and other charges as a percentage of sales for such respective segments, continuing operations and discontinued operations are also useful to investors because they provide information with respect to operating income related to continuing operations after the Company's restructuring plan is completed.

While the Company believes that these non-GAAP financial measures are useful in evaluating the Company, this information should be considered as supplemental in nature and not as a substitute for or superior to the related financial information prepared in accordance with GAAP. Additionally, these non-GAAP financial measures may differ from similar measures presented by other companies.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

NEWELL RUBBERMAID INC.

Date: July 23, 2004

By: /s/ Dale L. Matschullat

Dale L. Matschullat
Vice President - General
Counsel & Corporate Secretary

EXHIBIT INDEX

Exhibit No. -----	Description -----
99.1	Announcement

ANNOUNCEMENT

NEWELL RUBBERMAID

JULY 23, 2004

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Newell Rubbermaid Inc.
Atlanta, GA

Securities Listed
NYSE
Common Stock
(Symbol: NWL)

www.newellrubbermaid.com

JESSE HERRON Vice President, Investor Relations 10B Glenlake Parkway, Suite 600 Atlanta, GA 30328 Phone: 770-407-3994 Fax: 770-407-3983	SUSAN MASTEN Director, Public Relations 10B Glenlake Parkway, Suite 600 Atlanta, GA 30328 Phone: 770-407-3817 Fax: 770-407-3983
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NEWELL RUBBERMAID UPDATES SEGMENT REPORTING

ATLANTA, July 23, 2004 - Newell Rubbermaid Inc. (NYSE: NWL) announced today that it has updated its segment reporting to reflect its recent divestiture of Little Tikes Commercial Play Systems, announced July 1, 2004.

The segment reporting schedules, which reflect discontinued operations, along with quarterly income statements are included in this release and can also be found on the investor relations portion of the company's web site at www.newellrubbermaid.com.

ABOUT NEWELL RUBBERMAID

Newell Rubbermaid Inc. is a global marketer of consumer and commercial products with 2003 sales of \$7 billion and a powerful brand family including Sharpie{R}, Paper Mate{R}, Parker{R}, Waterman{R}, Rubbermaid{R}, Calphalon{R}, Little Tikes{R}, Graco{R}, Levolor{R}, Bernzomatic{R}, VISE-GRIP{R}, IRWIN{R} and LENOX{R}. The company is headquartered in Atlanta, Ga., and employs over 33,000 employees worldwide.

NEWELL RUBBERMAID, INC.
QUARTERLY INCOME STATEMENT
2003-2004

2003	Q1			Q2			Q3		
	Reported	Charges (1)	Excluding Charges	Reported	Charges (1)	Excluding Charges	Reported	Charges (1)	Excluding Charges
Net Sales	1,547.6	-	1,547.6	1,795.3	-	1,795.3	1,729.1	-	1,729.1
GROSS MARGIN	430.2	4.1	434.3	525.0	1.4	526.4	491.8	1.2	493.0
SG&A	(287.2)	0.3	(286.9)	(319.6)	0.2	(319.4)	(298.8)	-	(298.8)
Impairment									
Restructuring	(24.4)	24.4	-	(52.8)	52.8	-	(32.3)	32.3	-
OPERATING INCOME	118.6	28.9	147.5	152.6	54.5	207.1	160.7	33.5	194.3
Non Operating Expense	(57.3)	21.1	(36.2)	(31.3)	-	(31.3)	(34.6)	-	(34.6)
Income Taxes	(19.9)	(16.2)	(36.1)	(39.5)	(17.9)	(57.4)	(40.6)	(10.9)	(51.5)

Income from Continuing Operations	41.4	33.7	75.2	81.9	36.5	118.4	85.5	22.6	108.2
Discontinued operations	(25.4)	25.4	-	(8.2)	8.2	-	(10.3)	10.3	-
NET (LOSS)/INCOME	16.0	59.1	75.2	73.8	44.7	118.4	75.2	32.9	108.2

	2003			Full Year		
	Reported	Charges (1)	Excluding Charges	Reported	Charges (1)	Excluding Charges
Net Sales	1,827.0	-	1,827.0	6,899.0	-	6,899.0
GROSS MARGIN	490.2	7.1	497.3	1,937.2	13.8	1,951.0
SG&A	(316.1)	-	(316.1)	(1,221.6)	0.5	(1,221.1)
Impairment	(34.5)	34.5	-	(34.5)	34.5	-
Restructuring	(74.5)	74.5	-	(184.0)	184.0	-
OPERATING INCOME	65.2	116.0	181.2	497.2	232.8	730.0
Non Operating Expense	(36.7)	9.2	(27.5)	(159.9)	30.3	(129.6)
Income Taxes	(24.1)	(25.4)	(49.5)	(124.1)	(70.4)	(194.4)
Income from Continuing Operations	4.4	99.8	104.2	213.2	192.7	406.0
Discontinued Operations	(216.0)	216.0	-	(259.8)	259.8	-
NET (LOSS)/INCOME	(211.6)	315.8	104.2	(46.6)	452.5	406.0

	2004		
	Reported	Charges (1)	Excluding Charges
Net Sales	1,532.3	-	1,532.3
GROSS MARGIN	409.3	3.9	413.2
SG&A	(310.0)	0.2	(309.8)
Impairment			
Restructuring	(22.8)	22.8	-
OPERATING INCOME	76.6	26.9	103.4
Non Operating Expense	(26.6)	-	(26.6)
Income Taxes	(15.7)	(8.5)	(24.2)
Income from Continuing Operations	34.2	18.4	52.6
Discontinued Operations	(109.1)	109.1	-
NET (LOSS)/INCOME	(74.9)	127.5	52.6

(1) Charges are primarily related to restructuring, asset repairment, product lines exits, acquisitions and divestitures

NEWELL RUBBERMAID INC.
 QUARTERLY SALES AND OPERATING INCOME
 2002-2004

	2002					2003				
	Q1		Q2			Q1		Q2		
	SALES	REPORTED OI	CHARGES (1)	EX. CHARGES OI	MARGIN	SALES	REPORTED OI	CHARGES (1)	EX. CHARGES OI	MARGIN
Cleaning & Organization	455.7	47.9	2.0	49.9	10.9%	489.5	40.2	0.7	40.9	8.3%
Office Products	334.1	32.2	5.6	37.8	11.3%	480.3	103.9	-	103.9	21.6%
Tools & Hardware	112.5	10.9	2.4	13.3	11.8%	201.8	19.6	0.4	20.0	9.9%
Home Fashions	222.6	9.7	-	9.7	4.4%	248.1	20.3	-	20.3	8.2%
Other	253.0	14.6	0.1	14.7	5.8%	255.2	5.9	(0.4)	5.5	2.2%
Corporate		(7.5)	-	(7.5)			(7.7)	-	(7.7)	
Impairment										
Restructuring		(7.3)	7.3	-			(0.1)	0.1	-	
Continuing Operations	1,377.9	100.5	17.4	117.9	8.6%	1,674.9	182.1	0.8	182.9	10.9%
Discontinued Operations	210.1	9.7	2.3	12.0	5.5%	220.1	(0.4)	8.9	8.5	3.9%
Total	1,597.0	110.2	19.7	129.9	8.1%	1,895.0	181.7	9.7	191.4	10.1%

	2002					Q3					Q4				
	SALES	REPORTED OI	CHARGES (1)	EX-CHARGES OI	MARGIN	SALES	REPORTED OI	CHARGES (1)	EX-CHARGES OI	MARGIN					
Cleaning & Organization	477.6	43.5	(1.2)	42.3	8.9%	479.0	37.4	(2.2)	35.2	7.4%					
Office Products	437.8	81.2	3.7	84.9	19.4%	431.9	88.8	(0.8)	88.0	20.4%					
Tools & Hardware	232.9	30.7	5.1	36.8	15.4%	235.8	18.0	8.4	26.4	11.2%					
Home Fashions	248.5	1.0		1.0	0.4%	236.5	13.3	(6.9)	6.4	2.7%					
Other	294.9	37.2	(0.1)	37.1	12.6%	309.2	36.3	1.4	37.7	12.2%					
Corporate Impairment		(7.5)		(7.5)			(8.4)	(0.1)	(8.5)						
Restructuring		(51.0)	51.0				(43.4)	43.4							
Continuing Operations	1,691.7	135.1	58.5	193.6	11.4%	1,692.4	142.0	43.2	185.2	10.9%					
Discontinued Operations	256.6	22.3	1.0	23.3	9.1%	321.3	38.4	11.7	50.1	15.6%					
Total	1,948.3	157.4	59.5	216.9	11.1%	2,013.7	180.4	54.9	235.3	11.7%					

	2002					FULL YEAR				
	SALES	REPORTED OI	CHARGES (1)	EX-CHARGES OI	MARGIN	SALES	REPORTED OI	CHARGES (1)	EX-CHARGES OI	MARGIN
Cleaning & Organization	1,901.8	169.0	(0.7)	168.3	8.8%					
Office Products	1,684.1	306.1	8.5	314.6	18.7%					
Tools & Hardware	783.0	79.2	16.3	95.5	12.2%					
Home Fashions	955.7	44.3	(6.9)	37.4	3.9%					
Other	1,112.3	94.0	1.0	95.0	8.5%					
Corporate Impairment		(31.1)	(0.1)	(31.2)						
Restructuring		(101.8)	101.8							
Continuing Operations	6,436.9	559.7	119.9	679.6	10.6%					
Discontinued Operations	1,017.0	70.0	23.9	93.9	9.2%					
Total	7,453.9	629.7	143.8	773.5	10.4%					

(1) Charges are primarily related to restructuring, asset impairment, product lines exits, acquisitions and divestitures.

NEWELL RUBBERMAID INC.
QUARTERLY SALES AND OPERATING INCOME
2002 2004

	2003					Q1					Q2				
	SALES	REPORTED OI	CHARGES (1)	EX-CHARGES OI	MARGIN	SALES	REPORTED OI	CHARGES (1)	EX-CHARGES OI	MARGIN					
Cleaning & Organization	477.5	40.0	0.4	40.4	8.5%	512.4	21.0	0.2	21.2	4.1%					
Office Products	322.3	47.1	0.9	48.0	14.9%	507.8	114.8	0.1	114.9	22.6%					
Tools & Hardware	265.6	35.4	1.5	36.9	13.9%	294.6	47.7	0.6	48.3	16.4%					
Home Fashions	219.6	4.7	1.3	6.0	2.7%	227.8	7.9	0.7	8.6	3.8%					
Other	262.6	23.0	0.4	23.4	8.9%	252.7	20.3	0.0	20.3	8.0%					
Corporate Impairment		(7.2)		(7.2)			(6.3)		(6.3)						
Restructuring		(24.4)	24.4				(52.8)	52.8							
Continuing Operations	1,547.6	118.6	28.9	147.5	9.5%	1,795.3	152.6	54.5	207.1	11.5%					
Discontinued Operations	188.8	(37.5)	35.2	(2.3)	1.2%	180.8	(12.1)	5.7	(6.4)	3.5%					
Total	1,736.4	81.1	64.1	145.2	8.4%	1,976.1	140.5	60.2	200.7	10.2%					

	2003					Q3					Q4				
	SALES	REPORTED OI	CHARGES (1)	EX-CHARGES OI	MARGIN	SALES	REPORTED OI	CHARGES (1)	EX-CHARGES OI	MARGIN					
Cleaning & Organization	514.4	31.9	0.4	32.3	6.3%	509.4	(0.9)	(0.0)	(1.0)	0.2%					
Office Products	428.7	69.9	0.1	70.0	16.3%	422.4	77.8	1.3	79.1	18.7%					

Tools & Hardware	299.3	53.4	0.3	53.7	17.9%	340.2	42.8	(0.2)	42.6	12.5%
Home Fashions	223.5	17.5	0.6	18.1	8.1%	230.1	14.3	4.4	18.7	8.1%
Other	263.2	31.2	(0.2)	31.0	11.8%	324.9	46.2	1.4	47.6	14.7%
Corporate		(10.9)		(10.9)			(5.9)		(5.9)	
Impairment							(34.5)		34.5	
Restructuring		(32.3)	32.3				(74.5)		74.5	
Continuing Operations	1,729.1	160.7	33.5	194.3	11.2%	1,827.0	65.2	116.0	181.2	9.9%
Discontinued Operations	215.6	(15.2)	16.9	1.7	0.8%	265.8	(252.4)	262.0	9.6	3.6%
Total	1,944.7	145.5	50.4	196.0	10.1%	2,092.8	(187.2)	378.0	190.8	9.1%

2003

FULL YEAR

	SALES	REPORTED CHARGES OI	CHARGES (1)	EX-CHARGES OI	MARGIN
Cleaning & Organization	2,013.7	92.0	0.9	92.9	4.6%
Office Products	1,681.2	309.6	2.4	312.0	18.6%
Tools & Hardware	1,199.7	179.3	2.2	181.5	15.1%
Home Fashions	901.0	44.4	7.0	51.4	5.7%
Other	1,103.4	120.7	1.6	122.3	11.1%
Corporate		(30.3)		(30.3)	
Impairment		(34.5)	34.5		
Restructuring		(184.0)	184.0		
Continuing Operations	6,899.0	497.2	232.8	730.0	10.6%
Discontinued Operations	851.0	(317.3)	320.0	2.7	0.3%
Total	7,750.0	179.9	552.8	732.7	9.5%

(1) Charges are primarily related to restructuring, asset impairment, product lines exits, acquisitions and divestitures.

NEWELL RUBBERMAID INC.
 QUARTERLY SALES AND OPERATING INCOME
 2002-2004

2004

Q1

	SALES	REPORTED CHARGES OI	CHARGES (1)	EX-CHARGES OI	MARGIN
Cleaning & Organization	447.4	12.2	3.5	15.7	3.5%
Office Products	332.8	31.8		31.8	9.6%
Tools & Hardware	274.3	43.0		43.0	15.7%
Home Fashions	226.8	3.9	0.6	4.5	2.0%
Other	251.0	15.9		15.9	6.3%
Corporate		(7.4)		(7.4)	
Impairment					
Restructuring		(22.8)	22.8		
Continuing Operations	1,532.3	76.6	26.9	103.4	6.7%
Discontinued Operations	142.2	(9.8)	0.0	(9.8)	6.9%
Total	1,674.5	66.8	26.9	93.7	5.6%

(1) Charges are primarily related to restructuring, asset impairment, product lines exits, acquisitions and divestitures.