

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

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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 1, 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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10B Glenlake Parkway Suite 600 Atlanta, Georgia (Address of Principal Executive Offices)	30328 (Zip Code)
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Registrant's telephone number, including area code: (770) 407-3800

Item 7. Financial Statements and Exhibits.

(c) Exhibits.

Exhibit Number -----	Description -----
99.1	Press Release captioned "Newell Rubbermaid Completes Divestiture Program with Sale of Little Tikes Commercial", dated July 1, 2004, issued by Newell Rubbermaid Inc.

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 1, 2004, Newell Rubbermaid Inc. (the "Company") issued a press release announcing that it had completed the sale of Little Tikes Commercial Play Systems Inc. to PlayPower, Inc. A copy of the Company's press release, dated July 1, 2004, is attached as Exhibit 99.1.

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 8, 2004

By: /s/ Dale L. Matschullat  
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Dale L. Matschullat  
Vice President - General  
Counsel & Corporate Secretary

EXHIBIT INDEX

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NEWELL RUBBERMAID

NEWS RELEASE

JULY 1, 2004

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Newell Rubbermaid Inc.  
Atlanta, GA

Securities Listed  
NYSE  
Common Stock  
(Symbol: NWL)

[www.newellrubbermaid.com](http://www.newellrubbermaid.com)

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NEWELL RUBBERMAID COMPLETES DIVESTITURE PROGRAM  
WITH SALE OF LITTLE TIKES COMMERCIAL

ATLANTA, July 1, 2004 - Newell Rubbermaid Inc. (NYSE: NWL) announced today that it has completed the sale of Little Tikes Commercial Play Systems Inc. (LTCPS) to PlayPower, Inc. LTCPS, a unit of the company's Little Tikes division, is a manufacturer of commercial playground systems and contained playground environments. The company will retain the consumer portion of its Little Tikes division. In 2003, LTCPS, headquartered in Farmington, Mo., contributed approximately \$60 million of sales to the company. LTCPS will be reported as discontinued operations for financial reporting. Other terms of the agreement were not disclosed.

Newell Rubbermaid CEO Joseph Galli said, "This transaction marks the close of our previously announced divestiture plan for 2004. We've made great strides in reconfiguring our company into the right portfolio of businesses with strong brands and high potential for innovation. As we go forward, we will continue to assess our portfolio and take advantage of opportunities to enhance our growth platforms."

NEWELL RUBBERMAID

NEWS RELEASE

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CAUTION CONCERNING FORWARD-LOOKING STATEMENTS  
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The statements in this press release that are not historical in nature constitute forward-looking statements. These forward-looking statements may relate to information or assumptions about internal sales, income/(loss), earnings per share, capital expenditures, cash flow, dividends, restructuring and other charges, costs and cost savings, and management's plans, projections and objectives for future operations and performance. Actual results could differ materially

from those expressed or implied in the forward-looking statements. Important factors that could cause actual results to differ materially from those suggested by the forward-looking statements include, but are not limited to, our dependence on the strength of retail economies in various parts of the world; competition with numerous other manufacturers and distributors of consumer products; retailer customers' strong bargaining power; our ability to develop innovative new products and to develop, maintain and strengthen our end-user brands; our ability to improve productivity and streamline operations; our ability to integrate previously acquired businesses; the risks inherent in our foreign operations; and those factors listed in the company's 2004 first quarter Form 10-Q, including Exhibit 99.1 thereto, filed with the Securities and Exchange Commission.

ABOUT THE COMPANY

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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}, VISE-GRIP{R}, BernzOmatic{R}, IRWIN{R} and LENOX{R}. The company, headquartered in Atlanta, Ga., employs approximately 40,000 people worldwide.

This press release is available on the company's web site at [www.newellrubbermaid.com](http://www.newellrubbermaid.com).