

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): March 15, 2004

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

Delaware 1-9608 36-3514169
(State or Other Jurisdiction (Commission (IRS Employer
of Incorporation) File Number) Identification No.)

10 B Glenlake Parkway
Suite 600
Atlanta, Georgia 30328
(Address of Principal Executive (Zip Code)
Offices)

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

Item 7. Financial Statements and Exhibits.

(c) Exhibits.

EXHIBIT NUMBER -----	DESCRIPTION -----
99.1	Press Release captioned "Newell Rubbermaid Realigns Segment Reporting," dated March 15, 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 March 15, 2004, Newell Rubbermaid Inc. (the "Company") issued a press release announcing that it has changed its segment reporting to align public reporting with recent changes in management reporting. A copy of the Company's press release, dated March 15, 2004, is attached as Exhibit 99.1.

The press release 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 press release, 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

press release 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.

Operating income, excluding asset impairment, restructuring charges and other charges for 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 Corporation 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: March 19, 2004

By: /s/ Dale L. Matschullat

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

EXHIBIT INDEX

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PRESS RELEASE

NEWELL RUBBERMAID REALIGNS SEGMENT REPORTING

ATLANTA, MARCH 15, 2004 - Newell Rubbermaid Inc. (NYSE: NWL) announced today that it has changed its segment reporting to align public reporting with recent changes in management reporting.

The company will now report the following five segments: Cleaning & Organization, Tools & Hardware and Home Fashions, led by Chief Operating Officer James J. Roberts, and Office Products and Other, led by Chief Operating Officer Robert. S. Parker.

The realignment schedules, which reflect discontinued operations, along with a listing of divisions in each segment are included in this press 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 products with 2003 sales of over \$7 billion and a powerful brand family including Sharpie{R}, Paper Mate{R}, Parker{R}, Waterman{R}, Colorific{R}, Rubbermaid{R}, Stain Shield{R}, Blue Ice{R}, TakeAlongs{R}, Roughneck{R}, Brute{R}, Calphalon{R}, Little Tikes{R}, Graco{R}, Levolor{R}, Kirsch{R}, Shur-Line{R}, BernzOmatic{R}, Goody{R}, Vise-Grip{R}, Quick-Grip{R}, IRWIN{R}, Lenox{R}, and Marathon{R}. The company, headquartered in Atlanta, Ga., employs approximately 40,000 people worldwide.

This press release and additional financial information about the company are available under the Investor Relations section of the company's website at www.newellrubbermaid.com.

Newell Rubbermaid Inc.
Atlanta, GA
Securities Listed
NYSE
Common Stock
(Symbol: NWL)
www.newellrubbermaid.com

JESSE HERRON
Vice President, Investor Relations
6833 Stalter Drive
Rockford, IL 61108
Phone: 815-381-8150

SUSAN MASTEN
Director, Public Relations
6833 Stalter Drive
Rockford, IL 61108
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NEWELL RUBBERMAID, INC.
SALES, OPERATING INCOME AND IDENTIFIABLE ASSETS
2003 AND 2002

	2003					2002				
	Q1 SALES	REPORTED OI	CHARGES (1)	EX. CHARGES OI	MARGIN	SALES	REPORTED OI	CHARGES (1)	EX. CHARGES OI	MARGIN
Cleaning & Organization	477.5	40.0	0.3	40.4	8.5%	455.7	47.9	1.9	49.9	10.9%
Office Products	322.3	47.0	1.0	48.0	14.9%	334.1	32.2	5.6	37.8	11.3%
Tools & Hardware	265.6	35.4	1.5	36.9	13.0%	112.5	10.9	2.4	13.3	11.8%
Home Fashions	219.6	4.7	1.2	6.0	2.7%	222.6	9.7		9.7	4.4%
Other	272.9	20.7	0.3	21.1	7.7%	264.5	14.3	0.1	14.4	5.4%
Corporate Impairment		(7.2)		(7.2)			(7.5)		(7.5)	
Restructuring		(24.5)	24.5				(7.3)	7.3		
Continuing Operations	1,557.9	116.2	28.9	145.1	9.3%	1,399.4	100.2	17.3	117.5	8.5%
Discontinued Operations	178.5	(35.1)	35.2	0.1	0.1%	207.6	10.0	2.4	12.4	6.0%

Total	1,736.4	81.1	64.1	145.2	8.4%	1,597.0	110.2	19.7	129.9	8.1%
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Q2 2003 2002

	REPORTED	CHARGES	EX.			REPORTED	CHARGES	EX.		
SALES	OI	(1)	OI	MARGIN	SALES	OI	(1)	OI	MARGIN	
Cleaning & Organization	512.4	21.0	0.2	21.2	4.1%	489.5	40.2	0.7	40.9	8.3%
Office Products	507.8	114.8	0.1	114.9	22.6%	480.3	103.9		103.9	21.6%
Tools & Hardware	294.6	47.7	0.6	48.3	16.4%	291.8	19.6	0.4	20.0	9.9%
Home Fashions	227.8	7.9	0.7	8.6	3.8%	248.1	20.3		20.3	8.2%
Other	269.6	21.9	0.0	21.9	8.1%	273.3	7.1	(0.4)	6.7	2.5%
Corporate Impairment		(6.3)		(6.3)			(7.7)		(7.7)	
Restructuring		(52.9)	52.9				(0.1)	0.1		
Continuing Operations	1,812.2	154.1	54.6	208.7	11.5%	1,693.0	183.3	0.8	184.1	10.9%
Discontinued Operations	163.9	(13.6)	5.6	(8.0)	4.9%	292.0	(1.6)	8.9	7.3	3.6%
Total	1,976.1	140.5	60.2	200.7	10.2%	1,895.0	181.7	9.7	191.4	10.1%

Q3 2003 2002

	REPORTED	CHARGES	EX.			REPORTED	CHARGES	EX.		
SALES	OI	(1)	OI	MARGIN	SALES	OI	(1)	OI	MARGIN	
Cleaning & Organization	514.4	31.9	0.4	32.3	6.3%	477.6	43.5	(1.2)	42.3	8.9%
Office Products	428.7	69.9	0.1	70.0	16.3%	437.8	81.2	3.7	84.9	19.4%
Tools & Hardware	299.3	53.4	0.3	53.7	17.9%	232.9	30.7	5.1	35.8	15.4%
Home Fashions	223.5	17.5	0.6	18.1	8.1%	248.5	1.0		1.0	0.4%
Other	281.4	33.6	(0.2)	33.4	11.0%	314.3	38.5	0.6	39.1	12.4%
Corporate Impairment		(10.9)		(10.9)			(7.5)		(7.5)	
Restructuring		(32.2)	32.2				(51.0)	51.0		
Continuing Operations	1,747.3	163.2	33.4	196.6	11.3%	1,711.1	136.4	59.2	195.6	11.4%
Discontinued Operations	197.4	(17.7)	17.1	(0.6)	0.3%	237.2	21.0	0.3	21.3	9.0%
Total	1,944.7	145.5	50.5	196.0	10.1%	1,948.3	157.4	59.5	216.9	11.1%

Q4 2003 2002

	REPORTED	CHARGES	EX.			REPORTED	CHARGES	EX.		
SALES	OI	(1)	OI	MARGIN	SALES	OI	(1)	OI	MARGIN	
Cleaning & Organization	509.4	(0.9)	(0.0)	(1.0)	0.2%	479.0	37.4	(2.2)	35.2	7.4%
Office Products	422.4	77.8	1.3	79.1	18.7%	431.9	88.8	(0.8)	88.0	20.4%
Tools & Hardware	340.2	42.8	(0.2)	42.6	12.5%	235.8	18.0	8.4	26.4	11.2%
Home Fashions	230.1	14.3	4.5	18.7	8.1%	236.5	13.3	(6.9)	6.4	2.7%
Other	338.5	48.0	1.4	49.4	14.6%	321.3	36.2	1.4	37.6	11.7%
Corporate Impairment		(5.9)		(5.9)			(0.4)	(0.1)	(8.5)	
Restructuring		(74.6)	74.6				(43.4)	43.4		
Continuing Operations	1,840.6	66.9	116.1	183.0	9.9%	1,704.5	141.9	43.3	185.2	10.9%
Discontinued Operations	252.2	(254.1)	261.9	7.8	3.1%	399.2	38.5	11.6	50.1	16.2%
Total	2,092.8	(187.2)	378.0	190.8	9.1%	2,013.7	180.4	54.9	235.3	11.7%

Full Year 2003 2002

EX. EX.

	SALES	REPORTED OI	CHARGES (1)	CHARGES OI	MARGIN	SALES	REPORTED OI	CHARGES (1)	CHARGES OI	MARGIN
Cleaning & Organization	2,013.7	92.0	0.9	92.9	4.6%	1,901.8	169.0	(0.7)	168.3	8.8%
Office Products	1,681.2	309.6	2.5	312.1	18.6%	1,684.1	306.1	8.5	314.6	18.7%
Tools & Hardware	1,199.7	179.2	2.3	181.5	15.1%	783.0	79.2	16.3	95.5	12.2%
Home Fashions	901.0	44.4	7.0	51.4	5.7%	955.7	44.3	(6.0)	37.5	3.9%
Other	1,162.4	124.2	1.6	125.8	10.8%	1,173.3	96.1	1.7	97.8	8.3%
Corporate		(30.3)		(30.3)			(31.1)	(0.1)	(31.2)	
Impairment		(34.5)	34.5							
Restructuring		(184.2)	184.2				(101.8)	101.8		
Continuing Operations	6,958.0	500.4	233.0	733.4	10.5%	6,497.9	561.8	120.6	682.4	10.5%
Discontinued Operations	792.0	(320.5)	319.8	(0.7)	0.1%	956.0	67.9	23.2	91.1	9.5%
Total	7,750.0	179.9	552.8	732.7	9.5%	7,453.9	629.7	143.8	773.5	10.4%

Identifiable Assets: 12/31/2003 12/31/2004

Cleaning & Organization	1,256.6	1,339.1
Office Products	997.5	998.3
Tools & Hardware	812.1	584.8
Home Fashions	633.5	646.2
Other	569.7	617.7
Corporate	2,719.2	2,629.5
Continuing Operations	6,988.6	6,815.6
Discontinued Operations	492.1	588.8
Total	7,480.7	7,404.4

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

~~NEWELL RUBBERMAID, INC.
SEGMENTS AND DIVISIONS~~

~~CLEANING & ORGANIZATION
Rubbermaid Home Products
Rubbermaid Food & Beverage
Rubbermaid Commercial
Rubbermaid Europe
Rubbermaid Canada~~

~~OFFICE PRODUCTS
Sanford North America
Sanford Europe
Sanford Latin America
Sanford Asia Pacific~~

~~TOOLS & HARDWARE
IRWIN North America
IRWIN Latin America
IRWIN Europe
Lenox
Bernzomatic
Shur-Line
Amerock~~

~~HOME FASHIONS
Levolor/Kirsch
Home Decor Europe
Swish UK~~

~~OTHER
Calphalon
Cookware Europe
Goody
Grace
Little Tikes~~

~~DISCONTINUED OPERATIONS
Panex
Frames Europe
Mirro (formerly part of the Calphalon Division)
Burnes
Anchor~~