
**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): April 16, 2009

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.)

**Three Glenlake Parkway
Atlanta, Georgia**
(Address of Principal Executive Offices)

30328
(Zip Code)

Registrant's Telephone Number, Including Area Code: (770) 418-7000

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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ITEM 8.01 REGULATION FD DISCLOSURE

In its Annual Report on Form 10-K for the year ended December 31, 2008, Newell Rubbermaid Inc. (the “Company”), stated that effective for the first quarter of 2009, the business units within its Cleaning, Organization & Décor segment had been reorganized. The Rubbermaid Commercial Products business unit was transferred to the newly named Tools, Hardware & Commercial Products segment, and the Rubbermaid Food & Home Products and Décor business units were transferred to the Home & Family segment. The Décor business within the Home & Family segment also now includes the Company’s Amerock branded business, which was previously part of the Tools & Hardware segment. As a result, beginning with the first quarter of 2009, the Company’s financial statements will reflect the following three reportable segments: Office Products; Tools, Hardware & Commercial Products; and Home & Family.

On April 16, 2009, the Company issued a press release to provide investors with retrospectively revised financial schedules reflecting the change in the Company’s reportable segments. The press release is attached hereto as Exhibit 99.1. While investors are being provided retrospectively revised financial schedules reflecting the change in the Company’s reportable segments described above, the Company has not in any way revised or restated its historical financial statements for any period.

The press release contains non-GAAP financial measures. For purposes of Securities and Exchange Commission 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 operations, 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 certain financial measures that are included in the press release 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 “normalized” operating income, which excludes restructuring charges and one-time events such as impairment charges, is useful to investors because it permits investors to better understand year-over-year changes in underlying operating performance.

The information in this Item 7.01, and the Exhibit attached to this Report, are furnished pursuant to Item 7.01 of Form 8-K. Consequently, such items are 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. Such items 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.

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Item 9.01 Financial Statements and Exhibits.

(c) Exhibits.

<u>Exhibit Number</u>	<u>Description</u>
99.1	Press Release, dated April 16, 2009 issued by Newell Rubbermaid Inc.

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: April 16, 2009

By: /s/ Dale L. Matschullat

Dale L. Matschullat

Senior Vice President, General Counsel and Corporate

Secretary

EXHIBIT INDEX

Exhibit No.	Description
99.1	Press Release, dated April 16, 2009, issued by Newell Rubbermaid Inc.



> News Release

Newell Rubbermaid Updates Segment Reporting

April 30 Earnings Conference Call Time Change to 10:00 ET

ATLANTA, April 16, 2009 – Newell Rubbermaid (NYSE: NWL) today released updated historical segment financial data to reflect the realignment and consolidation of its business segments, effective the first quarter of 2009. As previously announced, the company will report three operating segments going forward: Home & Family, Office Products, and Tools, Hardware & Commercial Products. This change was designed to streamline structural costs and better align businesses by target consumer and route to market.

The global business units (GBUs) that formerly comprised the Cleaning, Organization & Décor segment have been integrated into two of the three remaining segments. The Rubbermaid Commercial Products GBU is now part of the Tools, Hardware & Commercial Products segment. The Rubbermaid Food & Home Products and Décor GBUs are now included in the Home & Family segment. In addition, the Amerock brand, which was previously part of the Tools & Hardware segment, has been integrated into the Décor GBU.

The updated historical segment financial data is attached and can also be found in the Quarterly Earnings section of the company's investor relations Web site at www.newellrubbermaid.com. While investors are being provided retrospectively with revised segment financial information reflecting the prospective changes in reportable business segments, the company has in no way revised or restated its historical financial statements for any period.

In addition, Newell Rubbermaid announced that its first quarter 2009 earnings conference call will be held at 10:00 a.m. ET on April 30 rather than the previously announced 9:00 a.m. ET. To listen to a live webcast of the call, please visit Events & Presentations in the Investor Relations section of Newell Rubbermaid's Web site at www.newellrubbermaid.com. The webcast will be available for replay for two weeks.

Non-GAAP Financial Measures

This release contains non-GAAP financial measures within the meaning of Regulation G promulgated by the Securities and Exchange Commission. A reconciliation of these non-GAAP financial measures to the most directly comparable financial measures calculated in accordance with GAAP is provided.

About Newell Rubbermaid

Newell Rubbermaid Inc., an S&P 500 company, is a global marketer of consumer and commercial products with sales of over \$6 billion and a strong portfolio of brands, including Rubbermaid®, Sharpie®, Graco®, Calphalon®, Irwin®, Lenox®, Levolor®, Paper Mate®, Dymo®, Waterman®, Parker®, Goody®, Technical Concepts™ and Aprica®.

3 Glenlake Parkway | Atlanta, GA 30328 | Phone +1 (770) 418-7000 | www.newellrubbermaid.com | NYSE: NWL



This press release and additional information about Newell Rubbermaid are available on the company's Web site, www.newellrubbermaid.com.

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NWL-EA

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Newell Rubbermaid Inc.

Financial Worksheet

(In Millions)

Q1:	2008					2007					2006				
	Reconciliation (1)				Operating Margin	Reconciliation (1)				Operating Margin	Reconciliation (1)				Operating Margin
	Net Sales	Reported OI	Excluded Items	Normalized OI		Net Sales	Reported OI	Excluded Items	Normalized OI		Net Sales	Reported OI	Excluded Items	Normalized OI	
Office Products	418.3	33.9	—	33.9	8.1%	402.8	35.1	—	35.1	8.7%	386.8	31.7	—	31.7	8.2%
Tools, Hardware & Commercial Products	407.2	61.0	—	61.0	15.0%	398.4	58.1	—	58.1	14.6%	375.5	46.5	—	46.5	12.4%
Home & Family	608.2	53.4	—	53.4	8.8%	583.2	63.8	—	63.8	10.9%	580.3	58.3	—	58.3	10.0%
Restructuring Costs		(18.4)	18.4	—			(15.5)	15.5	—			(9.1)	9.1	—	
Corporate		(18.8)	—	(18.8)			(20.7)	—	(20.7)			(17.6)	—	(17.6)	
Total	<u>\$1,433.7</u>	<u>\$ 111.1</u>	<u>\$ 18.4</u>	<u>\$ 129.5</u>	9.0%	<u>\$1,384.4</u>	<u>\$ 120.8</u>	<u>\$ 15.5</u>	<u>\$ 136.3</u>	9.8%	<u>\$1,342.6</u>	<u>\$ 109.8</u>	<u>\$ 9.1</u>	<u>\$ 118.9</u>	8.9%

Q1:	Year-over-year changes-2008 vs. 2007				Year-over-year changes-2007 vs. 2006			
	Net Sales		Normalized OI (2)		Net Sales		Normalized OI (2)	
	\$	%	\$	%	\$	%	\$	%
Office Products			15.5	3.8%	(1.2)	(3.4)%	16.0	4.1%
Tools, Hardware & Commercial Products			8.8	2.2%	2.9	5.0%	22.9	6.1%
Home & Family			25.0	4.3%	(10.4)	(16.3)%	2.9	0.5%
Restructuring Costs					—	0.0%		0.0%
Corporate					1.9	9.2%		(3.1)
Total			<u>\$49.3</u>	<u>3.6%</u>	<u>\$ (6.8)</u>	<u>(5.0)%</u>	<u>\$41.8</u>	<u>3.1%</u>

Q2:	2008					2007					2006				
	Reconciliation (1)				Operating Margin	Reconciliation (1)				Operating Margin	Reconciliation (1)				Operating Margin
	Net Sales	Reported OI	Excluded Items	Normalized OI		Net Sales	Reported OI	Excluded Items	Normalized OI		Net Sales	Reported OI	Excluded Items	Normalized OI	
Office Products	609.2	101.7	—	101.7	16.7%	583.4	108.6	—	108.6	18.6%	575.1	99.2	—	99.2	17.2%
Tools, Hardware & Commercial Products	498.3	80.2	—	80.2	16.1%	443.1	75.9	—	75.9	17.1%	432.5	72.5	—	72.5	16.8%
Home & Family	717.6	69.6	—	69.6	9.7%	666.6	84.7	—	84.7	12.7%	626.5	69.1	—	69.1	11.0%
Restructuring Costs		(69.4)	69.4	—			(15.5)	15.5	—			(19.1)	19.1	—	
Corporate		(21.2)	—	(21.2)			(20.9)	—	(20.9)			(20.0)	—	(20.0)	
Total	<u>\$1,825.1</u>	<u>\$ 160.9</u>	<u>\$ 69.4</u>	<u>\$ 230.3</u>	12.6%	<u>\$1,693.1</u>	<u>\$ 232.8</u>	<u>\$ 15.5</u>	<u>\$ 248.3</u>	14.7%	<u>\$1,634.1</u>	<u>\$ 201.7</u>	<u>\$ 19.1</u>	<u>\$ 220.8</u>	13.5%

Q2:	Year-over-year changes-2008 vs. 2007				Year-over-year changes-2007 vs. 2006			
	Net Sales		Normalized OI (2)		Net Sales		Normalized OI (2)	
	\$	%	\$	%	\$	%	\$	%
Office Products			25.8	4.4%	(6.9)	(6.4)%	8.3	1.4%
Tools, Hardware & Commercial Products			55.2	12.5%	4.3	5.7%	10.6	2.5%
Home & Family			51.0	7.7%	(15.1)	(17.8)%	40.1	6.4%
Restructuring Costs					—	0.0%		0.0%
Corporate					(0.3)	(1.4)%		(0.9)
Total			<u>\$132.0</u>	<u>7.8%</u>	<u>\$ (18.0)</u>	<u>(7.2)%</u>	<u>\$59.0</u>	<u>3.6%</u>

Q3:	2008					2007					2006				
	Reconciliation (1)				Operating Margin	Reconciliation (1)				Operating Margin	Reconciliation (1)				Operating Margin
	Net Sales	Reported OI	Excluded Items	Normalized OI		Net Sales	Reported OI	Excluded Items	Normalized OI		Net Sales	Reported OI	Excluded Items	Normalized OI	
Office Products	536.0	60.3	—	60.3	11.3%	539.8	83.4	—	83.4	15.5%	513.5	75.1	—	75.1	14.6%
Tools, Hardware & Commercial Products	511.4	81.5	—	81.5	15.9%	472.0	85.2	—	85.2	18.1%	440.1	71.7	—	71.7	16.3%
Home & Family	712.9	60.2	—	60.2	8.4%	675.5	87.8	—	87.8	13.0%	632.5	71.8	—	71.8	11.4%
Restructuring Costs		(13.5)	13.5	—			(22.7)	22.7	—			(22.1)	22.1	—	
Corporate		(21.6)	—	(21.6)			(19.9)	—	(19.9)			(18.3)	—	(18.3)	
Total	<u>\$1,760.3</u>	<u>\$ 166.9</u>	<u>\$ 13.5</u>	<u>\$ 180.4</u>	10.2%	<u>\$1,687.3</u>	<u>\$ 213.8</u>	<u>\$ 22.7</u>	<u>\$ 236.5</u>	14.0%	<u>\$1,586.1</u>	<u>\$ 178.2</u>	<u>\$ 22.1</u>	<u>\$ 200.3</u>	12.6%

Q3:	Year-over-year changes-2008 vs. 2007				Year-over-year changes-2007 vs. 2006			
	Net Sales		Normalized OI (2)		Net Sales		Normalized OI (2)	
	\$	%	\$	%	\$	%	\$	%
Office Products			(3.8)	(0.7)%	(23.1)	(27.7)%	26.3	5.1%
Tools, Hardware & Commercial Products			39.4	8.3%	(3.7)	(4.3)%	31.9	7.2%
Home & Family			37.4	5.5%	(27.6)	(31.4)%	43.0	6.8%
Restructuring Costs					—	0.0%		0.0%
Corporate					(1.7)	(8.5)%		(1.6)
Total			<u>\$73.0</u>	<u>4.3%</u>	<u>\$ (56.1)</u>	<u>(23.7)%</u>	<u>\$101.2</u>	<u>6.4%</u>

Q4:	2008					2007					2006				
	Reconciliation (1)				Operating Margin	Reconciliation (1)				Operating Margin	Reconciliation (1)				Operating Margin
	Net Sales	Reported OI	Excluded Items	Normalized OI		Net Sales	Reported OI	Excluded Items	Normalized OI		Net Sales	Reported OI	Excluded Items	Normalized OI	
Office Products	427.3	16.5		16.5	3.9%	500.2	88.7		88.7	17.7%	540.2	78.5	—	78.5	14.5%
Tools, Hardware & Commercial Products	408.1	49.0		49.0	12.0%	456.8	65.8		65.8	14.4%	432.4	64.2	—	64.2	14.8%
Home & Family	616.1	35.1		35.1	5.7%	685.5	71.2		71.2	10.4%	665.6	60.4	—	60.4	9.1%
Impairment Charges		(299.4)	299.4	—											
Restructuring Costs		(19.0)	19.0	—			(32.3)	32.3	—			(16.1)	16.1	—	

Corporate		(20.3)		(20.3)			(20.5)		(20.5)			(20.1)	—	(20.1)	
Total	<u>\$1,451.5</u>	<u>\$ (238.1)</u>	<u>\$ 318.4</u>	<u>\$ 80.3</u>	5.5%	<u>\$1,642.5</u>	<u>\$ 172.9</u>	<u>\$ 32.3</u>	<u>\$ 205.2</u>	12.5%	<u>\$1,638.2</u>	<u>\$ 166.9</u>	<u>\$ 16.1</u>	<u>\$ 183.0</u>	11.2%

	Year-over-year changes-2008 vs. 2007				Year-over-year changes-2007 vs. 2006			
	Net Sales		Normalized OI (2)		Net Sales		Normalized OI (2)	
	\$	%	\$	%	\$	%	\$	%
Q4:								
Office Products	(72.9)	(14.6)%	(72.2)	(81.4)%	(40.0)	(7.4)%	10.2	13.0%
Tools, Hardware & Commercial Products	(48.7)	(10.7)%	(16.8)	(25.5)%	24.4	5.6%	1.6	2.5%
Home & Family	(69.4)	(10.1)%	(36.1)	(50.7)%	19.9	3.0%	10.8	17.9%
Impairment Charges							—	0.0%
Restructuring Costs			—	0.0%			—	0.0%
Corporate			0.2	1.0%			(0.4)	(2.0)%
Total	<u>\$(191.0)</u>	<u>(11.6)%</u>	<u>\$ (124.9)</u>	<u>(60.9)%</u>	<u>\$ 4.3</u>	<u>0.3%</u>	<u>\$ 22.2</u>	<u>12.1%</u>

	2008					2007					2006				
	Net Sales	Reported OI	Excluded Items	Normalized OI	Operating Margin	Net Sales	Reported OI	Excluded Items	Normalized OI	Operating Margin	Net Sales	Reported OI	Excluded Items	Normalized OI	Operating Margin
Full year															
Office Products	1,990.8	212.4	—	212.4	10.7%	2,026.2	315.8	—	315.8	15.6%	2,015.6	284.5	—	284.5	14.1%
Tools, Hardware & Commercial Products	1,825.0	271.7	—	271.7	14.9%	1,770.3	285.0	—	285.0	16.1%	1,680.5	254.9	—	254.9	15.2%
Home & Family	2,654.8	218.3	—	218.3	8.2%	2,610.8	307.5	—	307.5	11.8%	2,504.9	259.6	—	259.6	10.4%
Impairment Charges		(299.4)	299.4	—			—	—	—			—	—	—	
Restructuring Costs		(120.3)	120.3	—			(86.0)	86.0	—			(66.4)	66.4	—	
Corporate		(81.9)	—	(81.9)			(82.0)	—	(82.0)			(76.0)	—	(76.0)	
Total	<u>\$6,470.6</u>	<u>\$ 200.8</u>	<u>\$ 419.7</u>	<u>\$ 620.5</u>	9.6%	<u>\$6,407.3</u>	<u>\$ 740.3</u>	<u>\$ 86.0</u>	<u>\$ 826.3</u>	12.9%	<u>\$6,201.0</u>	<u>\$ 656.6</u>	<u>\$ 66.4</u>	<u>\$ 723.0</u>	11.7%

	Year-over-year changes-2008 vs. 2007				Year-over-year changes-2007 vs. 2006			
	Net Sales		Normalized OI (2)		Net Sales		Normalized OI (2)	
	\$	%	\$	%	\$	%	\$	%
Full year								
Office Products	(35.4)	(1.7)%	(103.4)	(32.7)%	10.6	0.5%	31.3	11.0%
Tools, Hardware & Commercial Products	54.7	3.1%	(13.3)	(4.7)%	89.8	5.3%	30.1	11.8%
Home & Family	44.0	1.7%	(89.2)	(29.0)%	105.9	4.2%	47.9	18.5%
Impairment Charges			—	0.0%			—	0.0%
Restructuring Costs			—	0.0%			—	0.0%
Corporate			0.1	0.1%			(6.0)	(7.9)%
Total	<u>\$ 63.3</u>	<u>1.0%</u>	<u>\$ (205.8)</u>	<u>(24.9)%</u>	<u>\$206.3</u>	<u>3.3%</u>	<u>\$ 103.3</u>	<u>14.3%</u>

- (1) Excluded items relate to restructuring and impairment charges.
- (2) Excluding restructuring and impairment charges.