



Spectrum Brands, Inc. - Pet, Home & Garden Division Wins Top Packaging Awards

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North American Retail Hardware Association singles out five packaging updates for shelf appeal, innovation and design excellence

ST. LOUIS, Mo., June 8, 2016 /PRNewswire/ -- The North American Retail Hardware Association has recognized Spectrum Brands, Inc. — Pet, Home & Garden Division for excellence in packaging for five of its product lines as part of the 2016 NRHA Packaging and Merchandising Awards. The AccuShot™ Continuous Power Sprayer expansion, Spectracide® concentrates line, Spectracide® ready-to-use trigger sprayer line, Spectracide® Fire Ant Shield™ line, and Liquid Fence® brand relaunch were recognized the week of May 2nd during a special presentation at the annual NRHA awards expo in Las Vegas.



NRHA hosts the annual competition to inform independent retailers about trends and leading packaging, and to celebrate the independent home improvement industry's best merchandising and packaging.

"Each year we look forward to recognizing the most impressive packaging and merchandising displays," says Hilary Welter, member services and communications coordinator at NRHA. "Packaging and merchandising play such an important role in the success of our industry, and we were thrilled to see so many remarkable entries this year."

The Spectracide® Fire Ant Shield™ line took the Gold distinction in this year's competition. The newly launched products offer consumers complementary solutions for controlling fire ants: Spectracide® Fire Ant Shield™ Mound Destroyer™ Granules for spot-treating visible mounds and Spectracide® Fire Ant Shield™ Yard Protection™ Granules for season-long control of red imported fire ants over the entire lawn. The new fire ant products trump the brand's previous fire ant lineup with a tougher look and carefully organized messaging to better meet the expectations and demands of homeowners with fire ant problems.

The Spectracide® line of weed and insect control concentrates earned the Silver distinction in this year's competition. On retail shelves, the sheer number of bottle types in different sizes can get confusing for the do-it-yourself consumer. With the addition of a side handle and easy-measure cap, the brand's updated bottle design makes it simple for consumers to recognize it as a concentrate that clearly communicates that it gets the job done.

The AccuShot™ Continuous Power Sprayer expansion also received a Silver distinction. The successful launch of the AccuShot™ Continuous Power Sprayer in 2015 gave consumers an intuitive, easy-to-use sprayer with an extendable wand that allowed for precise bug and weed control just where they needed it. With the new, expanded lineup, there are even more options in the battle against pests, including lawn weed control, weed and grass killer with extended control, termite control, and home insect plus germ control products from the trusted Spectracide® and Black Flag® brands. Each AccuShot™ product is meticulously designed to communicate key consumer information clearly while visually demonstrating the strength and efficacy consumers expect.

Also honored with a Silver distinction were Spectracide® ready-to-use trigger sprayers, which saw a bottle and front panel upgrade for this year with modern, sleek curves and a much larger billboard to more effectively communicate product benefits to consumers. The former bottle was lacking in size and front-panel space compared to other products on the shelf. The brand set out to create a new bottle that would provide a better value to retailers and consumers alike and – as an added benefit – consolidated various RTU sizes, including 24 fl oz and 36 fl oz, to one common 32 fl oz size without added pricing. The redesign resulted in a positive outcome for the Spectracide® brand, retailers and consumers.

Last, the Liquid Fence® brand relaunch received a Silver distinction by NRHA. The brand's assortment of repellents against deer, rabbits, dogs, cats, snakes and other animal pests was hampered by an outdated look and too much label information. The award-winning redesign elevates the line with

a more appealing design, communicates its message more effectively and provides a distinguished look to a brand already highly regarded by consumers.

"The NRHA awards showcase our commitment to innovation, quality and value," said Eric Kenney, Division Vice President, Home & Garden Marketing, Spectrum Brands, Inc. – Pet, Home & Garden Division. "We are committed to taking creative approaches to better fulfill the needs of consumers, and we're pleased to receive highest honors for it."

The winning products were showcased during the National Hardware Show in Las Vegas as part of the 2016 Packaging and Merchandising Awards Expo at the NRHA Village. As a winner of the Gold distinction, the Spectracide® Fire Ant Shield™ line was also awarded a trophy at the Packaging and Merchandising Awards Presentation on May 4th.

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings (NYSE: SPB), a member of the Russell 2000 Index, is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, plumbing, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, personal insect repellents and auto care products. For more information, visit www.spectrumbrands.com.

About the North American Retail Hardware Association

Founded in 1900 by a group of retailers, the North American Retail Hardware Association is a not-for-profit trade association with a mission to help hardware stores, home centers and lumberyards, regardless of wholesale affiliation, become better and more profitable retailers. Governed by a board of independent hardware retailers, NRHA fulfills its mission by providing information, communication, training programs and networking opportunities for the industry it serves. Each month NRHA publishes Hardware Retailing magazine, which reaches more than 34,000 stores in the U.S. and Canada. NRHA also provides a wealth of online training and educational resources to thousands of retailers on www.nrha.org.

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