



Spectrum Brands Home & Garden Lines Take Top Packaging Honors

May 24, 2017

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

ST. LOUIS, May 24, 2017 /PRNewswire/ -- The North American Retail Hardware Association (NRHA) has recognized Spectrum Brands — Pet, Home & Garden Division for excellence in packaging for two of its product lines as part of the 2017 NRHA Packaging and Merchandising Awards. The company's new Black Flag® Extreme Lawn Insect Killer Plus Fungus Control products and QuickFlip™ sprayer bottle update for its Spectracid® and Cutter® lines were recognized earlier this month 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 receiving, reviewing and recognizing the most innovative in packaging and merchandising displays," said Marci Taschler, Packaging & Merchandising Awards program director at NRHA. "Packaging and merchandising play a key role in the overall success of manufacturers' products from a corporate branding perspective to how they are positioned and purchased at the retail level. I am very proud of the companies who participated and honored to lead this initiative."

Spectrum Brands' new Black Flag® Extreme Lawn Insect Killer Plus Fungus Control lineup was awarded the Gold distinction in this year's competition. The newly launched products stake out new territory for the Black Flag® brand, trusted by consumers for more than 120 years for extremely effective insect control, by offering dual-action formulas that not only kill insects by contact but also control listed lawn diseases. The line's streamlined packaging design breaks the mold with a clean, steel look and matte finish that distinguishes it from other products on the shelf, and the on-pack communication was carefully developed with consumer insight to create a powerful line-up that homeowners can trust. The result is a no-nonsense weapon that takes the guesswork out of treating for lawn problems.

Also recognized with the NRHA Gold award for 2017 were Spectrum Brands' Spectracide® and Cutter® QuickFlip™ sprayer bottle updates — each has an intuitive, easy-to-use hose-end sprayer that makes treatment even easier than prior application methods. The ergonomic sprayer design features a switch that easily flips back and forth to activate the spray and makes it simple for consumers to instantly recognize where the garden hose should be attached. The new sprayer and bottle were designed hand-in-hand for a cohesive and appealing shelf appearance with a larger billboard to more clearly communicate product benefits.

"The NRHA awards showcase our commitment to consumer-driven innovation and quality," said John Pailthorp, Vice President of Marketing for the Spectrum Brands — Pet, Home & Garden Division. "We're taking creative approaches to better fulfill the needs of consumers and create more engaging ways to direct them to the right solutions. We're pleased to consistently receive the highest honors for our packaging design."

The winning products were showcased earlier this month during the National Hardware Show in Las Vegas as part of the 2017 Packaging and Merchandising Awards Expo at the NRHA Village and will appear in the May issue of Hardware Retailing magazine. As a Gold award winner, Spectrum Brands — Pet, Home & Garden Division was also recognized at the Packaging and Merchandising Awards Presentation on May 9.

About Spectrum Brands Holdings

Spectrum Brands Holdings (NYSE: SPB), a member of the Russell 1000 Index, is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, faucets, 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.

CONTACT:

Connie Caldwell
Spectrum Brands Pet, Home & Garden
connie.caldwell@spectrumbrands.com
314-683-2460

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/spectrum-brands-home--garden-lines-take-top-packaging-honors-300463317.html>

SOURCE Spectrum Brands