Expanding our Network: Communication, Collaboration & Partnerships

Achieving our sustainability vision is a team effort. Our employees, consumers, customers, suppliers and communities are integral as we continue our sustainability journey. Focusing on communication, enabling collaboration and developing key partnerships will help us successfully integrate sustainability into Newell Rubbermaid.

Q. How is sustainability defined at Newell Rubbermaid?
A. As a global, publicly held consumer products company, we believe sustainability means meeting our commitments to our shareholders, consumers and customers while safeguarding the environment and its resources for future generations. We see sustainability as principles to live by and want our employees to view everything they do through a sustainability lens.

Q. What is Newell Rubbermaid’s vision for sustainability?
A. To be an eco-efficient company where excellence in environmental stewardship and sustainable innovation build brands that Matter™ and create value for our shareholders, consumers and customers.

Q. Does Newell Rubbermaid have a sustainability policy?
A. Yes. We published our Sustainability Policy in 2007, and it is posted on our Web site in the “Our Sustainability Policy” section.

Q. How are sustainability efforts being governed at Newell Rubbermaid?
A. In addition to a centrally led corporate group known as Global Environment & Sustainability, we have established a Sustainability Steering Committee sponsored by our executive leadership team. The committee is comprised of executive-level employees, many of whom contribute to sustainability working groups comprised of senior-management level employees from several functional areas, including operations and supply chain, product and packaging, and communications. These groups meet regularly to review progress and make action plans in their respective areas.

Q. What is Newell Rubbermaid doing to reduce its impact on the environment?
A. Several initiatives are underway in our operations, and supply chain and our products and packaging areas. These initiatives are led by a corporate Environment & Sustainability group and executed by members of our sustainability working groups and others throughout our global business units. Resource conservation (energy and waste reduction) are a priority for us as well as using a life cycle approach for our products and packaging to understand the environmental impacts of our products.

Q. Does Newell Rubbermaid offer green products?
A. At Newell Rubbermaid, we are constantly innovating our products to meet the needs of our consumers. As we continue to expand our sustainability efforts, we will ask consumers what their needs are related to the environment as part of our Consumer Driven Innovation process. We are also expanding our understanding of the life cycle of our products and empowering our product developers to make environmentally friendly choices as they innovate new products.

Paper Mate FlexGrip Ultra Recycled features rubberized barrel gripping rings, Lubriglide® ink for smooth and efficient delivery and is made from 50 percent recycled materials. Suggested retail price is $3.45 – $3.98.

Paper Mate Write Bros. Recycled is a smooth writing, non-skid ball point stick pen made from 80 percent recycled materials. Suggested retail price is $4.85 for a pack of 20.

Paper Mate DryLine Grip correction tape is made from 80 percent recycled materials. Suggested retail price is $4.22.

Relationships with our partners are integral to our sustainability initiatives, and we have expanded our understanding of the life cycle of our products to ensure that our consumer relationships are aligned with our commitment to sustainability.

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Our Commitment to Sustainability

Our vision is to be an eco-efficient company where excellence in environmental stewardship and sustainable innovation build Brands That Matter™ and create value for our shareholders, consumers and customers.

Our mission is to integrate environmental sustainability practices into the way we do business, increasing our competitive advantage, improving our brand and corporate image and enabling us to become the sustainability leader we aspire to be. We will do this through our committed leadership team, by developing global resource networks and by routinely measuring our performance and reporting our results. We know that our employees are critical to achieving best-in-class environmental performance, and we are building a culture that empowers employees to keep the environment top of mind in their daily decision-making and behaviors.

Our strategy (see diagram at right) is to implement a holistic, centrally led Governance & Management approach that focuses on developing internal, cross-functional networks and programs in two key business areas: Products & Packaging and Operations & Supply Chain, and driving Communication, Collaboration & Partnerships involving these business areas with our internal and external stakeholders.

HIGHLIGHTS:

- Formed the Sustainability Steering Committee. This committee, comprised of senior global business unit and corporate functional leaders meets twice a year to discuss our corporate sustainability programs and ensures our policy is implemented.

- Continued to conduct independent, third-party environmental audits on a 3-year cycle at all our owned/operated manufacturing facilities worldwide. These audits provide immediate feedback to the manufacturing facilities on how to be a compliant and environmentally focused facility.

- Implemented environmental management systems patterned after ISO 14001 to more effectively manage the environmental aspects and impacts of our manufacturing processes and improve environmental performance in 10 of our facilities. Our goal is for all of our manufacturing facilities to meet our internal EMS standard by 2014.

- Launched our Green Office program to raise environmental awareness among employees and build a sustainability culture. Green Office champions volunteered to drive sustainability practices such as increased recycling, carpooling and more eco-friendly purchasing in 28 offices worldwide.

- Expanded our capabilities to take a life cycle approach to product development by acquiring life cycle analysis software, which has already been successfully used for an upcoming product from our Office Products group.

- Began to integrate sustainability criteria (e.g., energy conservation, waste reduction) into our existing facility process improvement and productivity programs. We have defined key performance indicators for energy and waste and are gathering baseline data for all of our manufacturing facilities to serve as a basis for future goal setting and reporting.

Integrating Sustainability: Operations & Supply Chain

We are laying the foundation to become an eco-efficient company and realize both the economic and environmental benefits at our operations and in our supply chain. Specifically, we are focusing our efforts on energy, waste reduction and resource conservation, and green materials and sourcing.

HIGHLIGHTS:

- Moved into our new global headquarters in Atlanta, Ga, in 2008, which was built with the environment in mind. The Green Building Initiative™ awarded the company two Green Globes for the building’s environmental design and the enhancement measures that minimized its impact on the environment. Highlights of the building include the ability to conserve treated water and minimize the need for off-site treatment of water as well as design features that avoid or minimize air emissions.

- Assembled representatives from our manufacturing facilities that consume roughly 50 percent of the total energy across the corporation along with internal and external experts at an energy conservation workshop held in March 2009 to share best practices and jumpstart energy conservation at these facilities.

- Ramp up our recycling efforts. In 2008, we diverted more than 2.3 million pounds of waste from the landfill through recycling at our Rubbermaid Commercial Products Winchester, Va, facility. At our Rubbermaid Food & Home Products facility in Mogadore, Ohio, 90 to 95 percent of resin waste and 90 percent of corrugated cardboard is recycled.

- Introduced energy-efficient lighting in our facilities. Our facilities management team continues to build on these efforts by helping all of our manufacturing facilities realize increased energy savings in their processes and operations.
Partnerships in these business areas with our internal and external stakeholders.

Communication, Collaboration & driving functional networks and programs in two key business areas:

- Governance & Management
- Products & Packaging

Involving our employees in their daily decision-making and behaviors.

Building a culture that empowers employees to keep the environment top of mind in their daily decision-making and behaviors.

Supporting Sustainability: Governance & Management

Newell Rubbermaid is committed to the principles outlined in our Sustainability Policy (www.newellrubbermaid.com). Since publishing our policy, we have been making strides towards achieving management commitment and involvement while developing the policies, management systems and tools our employees need to guide their sustainability efforts. We are also building training and awareness opportunities for employees, enabling us to make changes we can measure and report.

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The Look and Feel of Sustainability: Products & Packaging

We strive to be environmental stewards and drivers of sustainable innovation through our brands. We’re continuously looking for ways to introduce sustainability into our product innovation and development process and to our employees by giving them the knowledge and tools they need to incorporate sustainable features as they innovate our brands.

highlights:

- Launched several recycled writing instrument products, including the Paper Mate® EarthWrite™ Recycled Pencils made from 100 percent recycled content and Paper Mate® Write Bros® Recycled Ballpoint Stick Pens, made from 80 percent recycled material.
- Introduced our Shur-Line eco-oriented paint brush and roller line. The brush handles are made of 100 percent renewable bamboo and the bristles are made of 100 percent recycled polyester. The metal ferrule and packaging are also made of recycled materials. The roller line uses fabric made of 100 percent recycled materials and packaging that is biodegradable.
- Received GreenGuard™ certification for our Rubbermaid Home Products ventilated, wire- shielding closet line. This “green” certification features low-chemical emissions and is made from 100% recycled steel. They are also 100% recyclable with contractor waste. We are actively looking for ways to leverage this knowledge of green labeling and certification across the company to market our exciting and new products.
- Minimized our packaging by using tools like Value Analysis to determine the “right size” for our packaging, which has led to smaller, more efficient packaging. We reduced the amount of plastic we use in our Sharpee™ packaging by 59 percent while improving packaging features like theft deterrence and advertising space. The packaging team continues to collaborate internally and with outside organizations like the Forest Stewardship Council (FSC) to get green certifications for our packaging.

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FAQs

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Rubbermaid’s Linen, Wardrobe, TightMesh and Freewall shelving are 100 percent recycled, recyclable and are GreenGuard certified — helping homes to be free from VOC’s, odor and mold.

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HIGHLIGHTS:
• Began to build networks of practitioners in each of the key business areas with representation from each of our global business units. Together, we are addressing specific issues like eco-design, green materials and sourcing.
• Launched an internal SharePoint site, giving employees the sustainability information and best practices they need, when they need it.
• Began planning our first Corporate Responsibility Report in 2010, which will provide a more detailed picture of Newell Rubbermaid’s sustainability achievements and commitments for the future.

Sustainability
Our Global Commitment

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www.newellrubbermaid.com for continual updates.