



















































# **Newell Company Overview**

At A Glance

100+

227 sites around the world

29,000 employees

35% international sales

\$10.6B 2021 net sales

7
Operating
Business Units



### Writing

We are the global leader in writing instruments with a product portfolio including Sharpie® markers, pens, highlighters and pencils, Paper Mate® pens and pencils, Prismacolor® art supplies, Elmer's® glue, DYMO® labeling tools, Parker® fine writing tools, and EXPO® dry erase markers and accessories.



### Food

Our Food Business is comprised of leading brands used in and around the home, including Rubbermaid® and Sistema® food and beverage storage solutions, FoodSaver® home vacuum-packaging machines, Ball® food preservation products and Calphalon® premium cookware.



### **Home Fragrance**

Our Home Fragrance brands fill homes across the globe with inspiring, long-lasting scents. Season after season, our Yankee Candle® Chesapeake Bay Candle®, WoodWick® and Friday Collective™ brands bring moments of joy to our consumers' lives around the world.



#### Commercial

The products within our Commercial Business are used to meet the challenging demands of commercial facilities and businesses around the globe, while promoting sustainability as a leader in the commercial cleaning industry. The business includes our Rubbermaid Commercial Products®, Mapa®, Spontex® and Quickie® brands.



### Baby

Our Baby brands represent the highest commitment to quality, comfort and safety. Our Aprica®, Baby Jogger®, Graco®, NUK®, Tigex® and Century™ products help parents and children worldwide, ensuring safe and healthy development.



#### **Outdoor & Recreation**

Our popular Coleman®, Marmot®, Contigo® and bubba® brands maximize consumers' enjoyment of the outdoors and promote an active daily life.



### **Home Appliances**

Our Home Appliances brands enhance consumers' lives in the kitchen and beyond, including Crockpot® slow cookers, Mr. Coffee® coffeemakers, countertop essentials from Oster® and Sunbeam® pain management items such as heating pads and other appliances.

© Newell Brands

## **Our Brands**

## **Business Units**

## **Brands**

















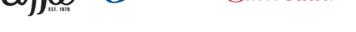






























































































# Main Products Categories looking for Nearshoring

## Outdoor & Recreation

<u>Products</u>	<u>Styles</u>	<u>SKUS</u>	<b>Annual Units</b>		
Burning Appliances					
<ul> <li>Grills</li> </ul>	7	17	140,000		
<ul> <li>Stoves</li> </ul>	8	8	400,000		





<b>Products</b>	<u>Styles</u>	<u>SKUS</u>
Rice Cookers	5	5
Crock Pots	7	64
Coffee Makers	5	5
Air Fryers	5	5
Air Filtration newell	5	5
newell		



**Annual Units** 

100,000

3,000,000

1,200,000

450,000

100,000









## **O&R Products & Priorities**

## **Nearshoring – Phase 1:**

<u>Description</u>	<u>Styles</u>	<u>SKUS</u>	<u>Annual Units</u>	
ROADTRIP 285 SU GRILL	1	5	50 - 60K	
CLASSIC 2 BURNER STOVE PP	N 1	1	230-300K	1



## **Nearshoring – Phase 2:**

<u>Products</u>	<u>Styles</u> <u>SKUS</u>	<u>Annual Units</u>
Burning Appliances		
• Grills	7 17	140K
<ul> <li>Stoves</li> </ul>	8 8	400K



# Q&A – Next steps



