



















































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 + 100 Years history.....

W.F. Linton Company goes bankrupt; Edgar A. Newell takes control of the firm. renaming it Newell Manufacturing Company, Inc. c.

The F. W. Woolworth retail chain **became the first customer** for Newell's bronze-plated curtain rods in 1916, making them the first Newell products to be distributed nationally.

> Wooster Rubber changes its name to Rubbermaid Incorporated.

Daniel C. Ferguson was named president of the three Newell companies in 1965, and developed a growth-by-acquisition **strategy**, intending to build a strong, multi-product company.

Newell acquired **Dorfile Manufacturing Company**, a maker of household shelving, and E.H. Tate Company. which brought the "Bulldog" line of picture hanging hardware into the Newell line of products.

Newell became a **major force in the** office products market

Acquired Sanford, a manufacturer and marketer of writing instruments, including the **Sharpie and Expo brands**

Newell Rubbermaid

Newell acquires Rubbermaid for \$6 billion; Newell changes its name to Newell Rubbermaid Inc.

When it all started

Multi product - multi brand strategy

1903

1908 1916 1934

1965 1968 1969 1957

1974

1985 1986 1992 1979 1983

the company boosted profits by investing in machines that produced curtain rods better and faster than any other manufacturer.



* In 1902, the W.F Linton Company was incorporated in New York for the manufacture of brass curtain rods. In 1903 the firm went bankrupt. Later that year entrepreneur Edgar A. Newell purchased it and renamed it Newell Manufacturing Company.

© Newell Brands

James R. Caldwell forms an enterprise called **Rubbermaid**, whose first product is

a red rubber dustpan. In 1933 Western Newell earned \$61,000 on sales of \$320,000, whereas Newell Manufacturing earned \$47,000 on sales of \$425,000.



Newell purchased a majority interest in Mirra-Cote **Industries**, a manufacturer of plastic bath

accessories.

Newell acquired **EZ**

Paintr Corporation, then the world's largest maker of paint applicators.

> Acquired 24 percent of the financially-troubled BernzOmatic **Corporation**, a manufacturer of **propane**

torches and other do-it-

yourself hand tools

Mirro Corporation is acquired by Newell

Cookware maker

Rubbermaid acquires the

Little Tikes Company

maker of plastic toys

Newell acquired the assets of Enterprise Aluminum, the aluminum cookware division of Lancaster

Colony Corporation.

Newell acquires **Calphalon Corporation** and two German firms: the Gardinia Group and Rotring Group; Rubbermaid acquires the Curver Group and Century Products Company

Calphalon





.....And exciting future for the next 100....

Newell Rubbermaid acquires the stationery products division of Gillette Company, gaining the Paper Mate, Parker, Waterman, and Liquid Paper brands

Newell opened its stateof-the-art **Design Center** in Kalamazoo, Michigan, making a significant commitment to create a brand-led company famous for innovation, design and product performance.

The combination of Newell Rubbermaid and Jarden Corporation marked the next chapter of our proud history, creating a new company -**Newell Brands**



Ravi Saligram is appointed President & **Chief Executive Officer** by the Board of Directors and joins Newell Brands on October 2.





















2000 2002 2014 2015 2016 2018 2019





Acquires American Tool Companies, Inc., maker of hand tools and power tool accessories









and more.







The company announced its **Accelerated Transformation Plan**

a series of strategic initiatives designed to improve operational performance and evolve the portfolio to a group of more consumer-facing brands, powered by innovation, eCommerce and international deployment.

Our Brands

Business Units

Brands















































































































Sourcing LATAM – Category Management Team





Luis Muñoz
Director
Sourcing LATAM

- ✓ Metals
- ✓ Glass
- ✓ Resins
- ✓ Plastics
- ✓ Packaging

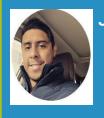


David Martinez
Sourcing

Manager



Armando Arredondo Sourcing Manager



Javier Estrada
Supplier
Quality
Engineer



Omar Barrera
Supplier
Development
Engineer

*Dotted line to Sourcing , direct to quality

- ✓ Supplier Qualification
- ✓ New supplier development
- ✓ Supplier KPI
- ✓ Legal compliance

Supplier Profile – Newell Business Requirements

Procurement Assessment

- Able to provide budgetary quotes to assess feasibility of Nearshoring
- Able to work on reverse Engineering & propose alternate specs or materials
- Establish a Contract with Newell (LTA & NDA)
- Competitive Price
- Able to grow: Invest in additional capacity when needed Have LATAM footprint

Quality Audit

Financial Audit

Rapid Ratings survey

Social Compliance

Responsible Sourcing

Logistics

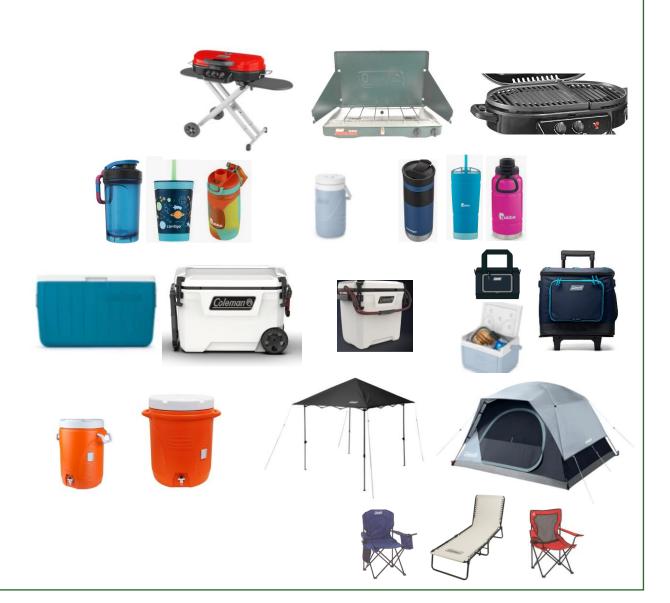
- CTPAT (desired)
- Able to manage export programs (virtual) and deliver to border (normally Laredo)



Product Priorities for Nearshoring

Outdoor & Recreation

<u>Products</u>	<u>Styles</u>	<u>SKUS</u>	<u>Annual Units</u>
Road Trip Grill	1	5	50,000
2 Burner Stove	1	1	300,000
Plastic Container	4	20	4,000,000
STS Container	3	15	3,000,000
Hard Coolers	3	9	250,000
Hard Coolers (Convoy	y*) 2	4	40,000
Cast Iron	3	3	100,000
Soft Coolers	4	12	350,000
5&10 Gal Jugs	2	2	150,000
Chairs			
Canopy	1		
Tent			
TOTAL	20	68	8,240,000



Product Priorities for Nearshoring

Home Appliances

<u>Products</u>	<u>Styles</u>	<u>SKUS</u>	Annual Units
Rice Cookers	5	5	100,000
Crock Pots	7	64	3,000,000
Coffee Makers	5	5	1,200,000
Air Fryers	5	5	450,000
Air Filtration	5	5	100,000













<u>Products</u>	<u>Styles</u>	<u>SKUS</u>	<u>Annual Units</u>
Dish drainer	2	10	1,100,000
Water dispenser	1	2	100,000









Components Priorities for Nearshoring

Project Name Image	C00	EAU / Annual spend
Agitator shaft	USA	9M / \$0.9M
Motor shaft	USA	800K lbs / \$0.9M usd
Elastomers	China	480K / \$1.6M
Springs (114) SCALE 5.11	USA	324M / \$1.7M

Components Priorities for Nearshoring

Project Name	lmage	COO	EAU / Business value
Die Cast & Chrome	Cea .	China	1M/ \$6M
Diaphragm		USA	10M/ \$4.0M
Power Cords	11-42-1 - 11-41-	China	9M / \$3.6M
Motor Lamination		China	12M / \$9M

Q&A – Next steps



