



Irwin Tools Upgrades Levels Category with Industry Leading Durability

Reenergizes category with innovative designs that address top unmet user needs

ATLANTA, March 27, 2012 /PRNewswire/ -- Newell Rubbermaid (NYSE: NWL)'s Irwin® Tools brand today announced the launch of a comprehensive new offering to reenergize the levels category with innovative designs that eliminate tradesmen's top frustrations related to accuracy, durability and performance.

(Photo: <http://photos.prnewswire.com/prnh/20120327/CL75834>)

Despite professional users' best efforts to protect levels on rugged jobsites, these precise tools often take a beating and lose their accuracy over time. After observing how professional tradesmen use levels for a full range of construction projects, Irwin developed the innovative new 2500 Series featuring a robust new frame design that stands up to twisting, dropping and general jobsite abuse — enabling Irwin to guarantee vial accuracy for the life of the product.

"Finally, there is a level as tough as the professional tradesman," said Curt Rahilly, Vice President of Marketing for Newell Rubbermaid's Construction Tools & Accessories global business unit. "We've engineered Irwin levels to meet a new standard of excellence with features that improve productivity and performance on the jobsite and provide the durability needed to maintain accuracy over time. Irwin levels deliver the toughness and accuracy professional users demand."

Irwin levels address previously unmet user needs including vial readability with Plumb Site® technology for dual-sided, undistorted viewing, making plumb readings easier and more accurate in the tight spots common to many work environments. Irwin levels also enable tradesmen to level and scribe flush into corners with a variety of proprietary features including removable and retractable end cap designs and feature a continuous edge over the center vial for added durability.

Irwin is supporting the 2500 Series levels launch with a marketing campaign designed to drive professional users to local retailers. A national radio campaign will run on sports radio stations during basketball and football season and will tag local retailers regionally. In-store "trade-in and trade-up" programs will encourage tradesmen to trade in their existing level for up to \$20 off a new Irwin level.

The powerful new lineup of Irwin levels includes box beam, I-beam, torpedo and multiple specialty levels, as well as a full range of utility levels and squares. Irwin levels are now available at hardware stores and industrial tool distributors throughout the U.S. and Canada with suggested retail prices ranging from \$29.99 to \$309.99. The new program will be introduced in Latin America and Europe in 2013.

For more information about Irwin levels and other Irwin products, visit www.irwin.com.

About Newell Rubbermaid

Newell Rubbermaid Inc., an S&P 500 company, is a global marketer of consumer and commercial products with 2011 sales of approximately \$5.9 billion and a strong portfolio of leading brands, including Rubbermaid®, Sharpie®, Graco®, Calphalon®, Irwin®, Lenox®, Levolor®, Paper Mate®, Dymo®, Waterman®, Parker®, Goody®, Rubbermaid Commercial Products® and Aprica®.

This press release and additional information about Newell Rubbermaid are available on the company's website, www.newellrubbermaid.com.

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