



Scotch-Brite™ Brand Identity Refresh
July 16, 2020

SCOTCH-BRITE™ UNVEILS BRAND IDENTITY REFRESH

At Scotch-Brite™, we exist to enrich the feeling of home because we believe that a clean house sets the tone for a fresh, uplifting start. It is with this purpose in mind that we announce a refresh of our brand's visual identity, one that better and more meaningfully reflects our company's mission and highlights our products' capabilities.

As a trusted cleaning partner in homes across the world for nearly 60 years, we decided to make this change to better align our brand with the needs and values of our consumers, and to help carry our brand into the future.

Our refreshed visual identity will be featured across Scotch-Brite™ packaging, as well as advertising and in-store. Updates across the full Scotch-Brite™ product portfolio are well underway and we anticipate that our refresh will be complete by end of 2021.