



Eagle Home Products, Inc.  
Presents  
For All Your Cleaning Needs

***Spic and Span***®  
**Expanded Product Line**

[www.SpicAndSpanForHome.com](http://www.SpicAndSpanForHome.com)



# Celebrating **80+ Years** of Keeping America Clean

Launched 1933  
All Around Household  
Cleaner  
All Surfaces, One  
Product



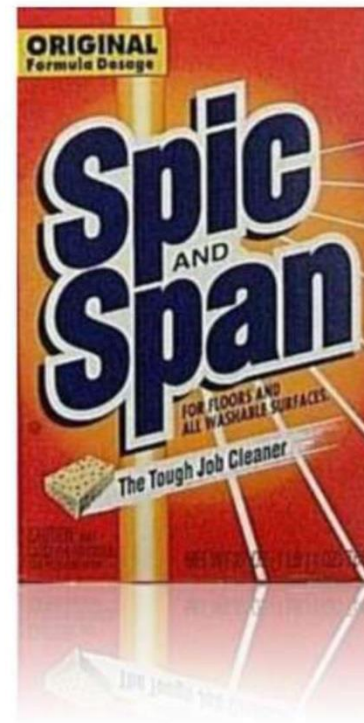
***The Brand You Recognize***



## POSITIONING

The **trusted all-purpose** household cleaner.

Powerful. Simple. Smart.



From its original powder form to today's full line of liquids and sprays, the Spic and Span® brand continues its tradition as one of America's trusted brands of household cleaners for 80 years.

***The Brand You Recognize***

# Spic AND Span



ORIGINAL



ANTI-  
BACTERIA  
Majority of sales



FRAGRANCES  
Driving sales growth

The Spic and Span® brand has kept pace with the changing needs of Americans, now with even more cleaning power, a bold new look, new products and great new fragrances.

***The Brand You Recognize***

The logo for Spic and Span features the words "Spic" and "Span" in a large, bold, blue, stylized font with a white outline and a drop shadow. The word "AND" is written in a smaller, black, sans-serif font between "Spic" and "Span". The logo is set against a red oval background with a white border. A blue swoosh curves around the left and bottom of the logo, and a yellow swoosh curves around the top and right. A small registered trademark symbol (®) is located to the right of the word "Span".

**Spic  
AND  
Span**

*Expanding the Everyday  
Cleaning Category*

*Mops – Brooms – Scrubbers –  
Dusters – Brushes – Wipes – Gloves –  
Dustpan Sets*

***The Brand You Recognize***

# Spic AND Span



***The Brand You Recognize***