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Windex Mini refill pouch wins new-product award

By Posted by Jenni Spinner, Senior Editor -- Packaging Digest, January 31, 2012

SC Johnson is proud to announce that the Windex Mini has been recognized with a 2012 Better Homes and Gardens Best New Product Award in the All Purpose Cleaner category.

Windex Mini, a concentrated refill pouch, uses 90 percent less plastic packaging than a traditional 26 fluid ounce trigger bottle and also decreases shipping impacts. The 2012 Best New Product Award winners were determined from the BrandSpark International/Better Homes and Gardens American Shopper Study that surveyed more than 65,000 independent consumers who voted in 65 categories.

"With the launch of the Windex Mini concentrated refill pouch, we aimed to create an open dialogue and get feedback from people on what it would take for them to give concentrates a try," says Fisk Johnson, Chairman and CEO of SC Johnson. "We hope this recognition from Better Homes and Gardens inspires more people to make a green choice and create real change in the way we think about concentrated cleaning products - it's a win for consumers and the environment."

Launched in July 2011, Windex Mini concentrated refill pouch delivers the streak-free results consumers expect from the 75-year heritage of the Windex brand. Concentrates also use less packaging, decrease shipping impacts and reduce waste that ends up in our nation's landfills. The company remains committed to maintaining an open dialogue with consumers and has plans to expand green product offerings based on consumer feedback in the coming months.

Known as "The People's Choice Awards" for consumer products, the Best New Product Awards are North America's pre-eminent gauge of habits, trends and key insights into the minds of consumers. "Thousands of products are launched every year - no wonder Americans look to independent consumer endorsements like the Best New Product Awards," says Robert Levy, President of BrandSpark International, the market research firm responsible for developing and managing the Best New Product Awards. "Winning a Best New Product Award means that thousands of independent consumers have purchased and endorsed Windex Mini as the best in its category."

Launched in 2003, the Best New Product Awards have grown to become the most credible Consumer Packaged Goods awards program in North America, operating for the past nine years in Canada and for four years in the United States. "Because the award is 100% consumer-voted and not juried by a panel, when consumers see the Best New Product Award logo on packaging or in advertising it's like receiving a direct endorsement from thousands of everyday shoppers," adds Levy.

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