SC Johnson’s Windix® Mini Named a Best New Product from Better Homes and Gardens

Concentrated Refill Pouch Option Leads the Charge in New Consciousness Class

KING OF PRUSSIA, Pa. — A concentrated household cleaning pouch that saves 15 percent more soap than using a traditional full-size soap has been recognized with a 2013 Better Homes and Gardens Gold Innovation Award. The Windix® Mini by SC Johnson was selected from over 800 new products in the household sector, which includes cleaning, laundry and snacks within the 2013 Innovation Awards and best new products in all categories including food, beverages, electronics, beauty and home goods.

“With the launch of the Windix® Mini, we’re excited to announce a new way, encouraged by consumer feedback from people on what would help them to get their cleaning tasks done faster,” said Rich Johnson, chairman and CEO of SC Johnson. “With the new Windix® Mini, we’re changing the household cleaning products category and rewarding our consumers with environmental, time-saving and cost-saving benefits.”

Launched in early 2013, Windix® Mini concentrate and pouches deliver the cleaner, more efficient results consumers expect on the nation’s most popular multi-purpose cleaner. Unlike traditional household cleaners, Windix® Mini’s concentrated formula makes it both better for the environment and more cost effective for consumers, who can expect up to 50% savings compared to traditional products and the convenience of dispensing the exact amount of cleaner each time.

Windix® Mini pouches are recyclable and affordable, a step toward the goal of SC Johnson reducing its environmental footprint by 50% by 2020 and eliminating its use of lead-based solder, mercury and bisphenol A. Consumers can enjoy Windix® Mini’s consumer appreciation in a more sustainable way, making the category smaller and allowing consumers to use Windix® Mini pouches in their home or workday.

For more information on Windix® Mini, visit www.windixmini.com.

About SC Johnson
SC Johnson is a family-owned and headquartered business dedicated to innovative, high-quality products, excellence in the marketplace and a long-term commitment to responsible business practices and communities around the world. Based in Racine, Wisconsin, the company is a third-generation, family company that is 128 years old and was founded by the great-great-great-grandfather of the current chairman, Fisk Johnson. SC Johnson employs 13,000 people globally and sells products in more than 120 countries. The company’s well-known brands include the tick repellant SC Johnson's bay soap and scents, Windex® glass cleaner and vapor-free air fresheners, Raid® pest products, Glade® home fragrance, Duct Tape® and Shout® stain remover. For more information, visit www.SCJohnson.com.