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## SC Johnson's Windex® Mini Named a Best New Product from Better Homes and Gardens Concentrated Refill Pouch Helps Lead the Change in How Consumers Clean

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Windex(R) Mini - a concentrated refill pouch that uses 90 percent less plastic packaging than a traditional 26 fluid ounce trigger bottle - launched in 2011. (PRNewsFoto/Windex)

RACINE, Wis., Jan. 30, 2012 /PRNewswire/ -- 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.

(Logo: <http://photos.prnewswire.com/prnh/20110928/CG75196-c>)

"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," said 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. For more information about the Best New Product Awards, please visit [www.BestNewProducts.biz](http://www.BestNewProducts.biz).

### About SC Johnson

SC Johnson is a family-owned and managed business dedicated to innovative, high-quality products, excellence in the workplace and a long-term commitment to the environment and the communities in which it operates. Based in the USA, the company is one of the world's leading manufacturers of household cleaning products and products for home storage, air care, pest control and shoe care. It markets such well-known brands as GLADE®, KIWI®, OFF!®, PLEDGE®, RAID®, SCRUBBING BUBBLES®, SHOUT®, WINDEX® and ZIPLOC® in the U.S. and beyond, with brands marketed outside the U.S. including AUTAN®, TANALIN®, BAMA®, BAYGON®, BRISE®, KABIKILLER®, KLEAR®, MR. MUSCLE®, and RIDSECT®. The 126-year old company, that generates \$9 billion in sales, employs nearly 13,000 people globally and sells products in virtually every country around the world. [www.scjohnson.com](http://www.scjohnson.com)

### About BrandSpark International

BrandSpark International is an independent market research and brand strategy firm with a strong grasp on consumer segmentation, innovation, new product research and global consumer trends. BrandSpark developed the Best New Product Awards program to be the most credible consumer voted awards program for Consumer Packaged Goods. [www.BrandSpark.com](http://www.BrandSpark.com)

### About Better Homes and Gardens

*Better Homes and Gardens* serves and connects women who are passionate about their homes and the lives they create there. BHG inspires her to dream and gives her the confidence to move from dreaming to doing. For more information, please visit [www.bhg.com](http://www.bhg.com)

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