

CHAIN STORE AGE

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Armaly unites Brillo, Estracell to expand its sponge product offerings

By Allison Cerra

WALLED LAKE , Mich. (Jul. 22) Armaly brands Brillo and Estracell have joined forces to bring the ultimate sponges to the household cleaning products market.

The new products -- the Wedge Edge, the heavy duty scrub sponge, the light duty sponge and the sponge wipe -- include more soap in each pad, new packaging and a return to the traditional pink soap for the original soap pads and new yellow soap for the lemon-scented soap pads.

Additionally, Armaly is celebrating the return to pink by entering a partnership with the Breast Cancer Research Foundation and will be donating 5 cents for each purchase of specially marked packages of Brillo products up to \$50,000. Armaly brand products are available nationwide at Walmart stores and other retailers.

"Brillo has been one of the most trusted names in household cleaning for almost a century, and is one of the world's most recognizable brands, featured in modern art, songs, movies and, of course, households nationwide," said Jeremy Bakken, spokesman for Armaly Brands. "Estracell sponges are better-cleaning, faster-rinsing and more sanitary, and are the choice of more than two-thirds of consumer and professional buyers who prefer polyester sponges. The strength of these two brands, along with the superior cleaning capability offered by the products, makes this one of the most appealing lines of household cleaning products on the market today."