



Spectrum Brands Pet LLC Partners with Hankscraft, Inc. on FURminator® Pet Product Enhancements

07/18/18

Wisconsin-Based Manufacturer Expands Assembly Lines, Adds Jobs to Accommodate Growth

ST. LOUIS, July 18, 2018 /PRNewswire/ -- Spectrum Brands Pet LLC, the U.S. subsidiary of Spectrum Brands, Inc.'s global pet supplies business offering an expansive portfolio of leading pet brands, has teamed up with manufacturing firm Hankscraft, Inc., to bring improvements to its FURminator® brand pet deShedding and grooming solutions to stores this year. To accommodate the project, 30 new positions have been added at Hankscraft's Reedsburg, WI. production facility along with additional equipment for its assembly lines.

"We're pleased to partner with Hankscraft on the FURminator product line and combine our legacy of marketing innovative, consumer-friendly pet products with their core concept design and assembly expertise," said John Pailthorp, Vice President, Marketing at Spectrum Brands. "We expect this collaboration to set a new standard for at-home grooming and boost confidence among do-it-yourself pet parents."

The marketing, design and engineering teams at Spectrum Brands and Hankscraft worked together for more than a year to modernize and upgrade the overall look and function of the FURminator deShedding Tool. For more than 10 years, the line's classic deShedding tool has safely and efficiently removed loose hair from the undercoat – where most shedding occurs – before pets shed. Now a new Skin Guard and patented Curved Edge allow the tool to conform to the pet's natural shape to glide over the pet's skin when used as directed. The modern, comfort-grip handle fits ergonomically for easy use, and the updated FURrejector® button allows for easy release of hair. A new built-in Edge Guard makes it simple to protect the deShedding edge when the tool is stored.

In addition, the North American-sold deShedding Tools are now assembled in the USA at Hankscraft's Reedsburg, WI. manufacturing facility.

"Spectrum Brands listened to the voice of the consumer, and the end result is a truly remarkable product," said Ron Wright, Vice President of Operations at Hankscraft, Inc. "Spectrum Brands decision to move the assembly to our Reedsburg facility has created many new jobs and opportunities, which is always great for our community. Hankscraft is thankful to be part of the process and continued growth of the FURminator product line."

To support the new domestic assembly lines, Hankscraft altered its factory floor plan to make room for additional assembly positions, allocate more space for finished goods and improve overall efficiencies in the manufacturing area. Its engineering and quality teams received specialized training to work with the updated equipment.

The teams collaborated on new brand protection measures on all FURminator packaging, as well, to help make it easier for consumers to ensure they're purchasing authentic FURminator products.

The line improvements are all part of the launch of **The FURminator® Ultimate Hair Reduction System™**, a four-part regimen designed to help pet parents tackle fur on all fronts. The grooming process – **brush** daily, **deShed** weekly, **bathe** monthly and **discard** as needed – is simple to perform with the right products, demonstrating to shoppers that grooming is more than a one-tool job.

To learn more about the FURminator packaging improvements and The Ultimate Hair Reduction System, visit www.FURminator.com.

About FURminator® Products

If you live with pets, you live with pet hair. FURminator® professional-grade grooming solutions tame shed hair in the home by dramatically reducing loose pet hair before it takes over. Our full line of deShedding tools, grooming tools and hair solutions – all part of the FURminator Ultimate Hair Reduction System – give pet owners the confidence to tackle the at-home grooming process with a grooming regimen catered to any dog or cat. For more information, visit www.FURminator.com.

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings (NYSE: SPB), a member of the Russell 1000 Index, is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, faucets, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, personal insect repellents and auto care products. For more information, visit www.spectrumbrands.com.

About Hankscraft, Inc.

Since 1920, Reedsburg, Wis.-based Hankscraft, Inc. has designed, engineered and manufactured a diverse range of electronic and electromechanical products for customers worldwide. Its 300+ employees are committed to delivering value to customers every day. For more information, visit www.hankscraft.com.

Media Contact:

Connie Caldwell

(314) 683-2460

connie.caldwell@spectrumbrands.com

 View original content: <http://www.prnewswire.com/news-releases/spectrum-brands-pet-llc-partners-with-hankscraft-inc-on-furminator-pet-product-enhancements-300682948.html>

SOURCE Spectrum Brands, Inc.