

## **Brillo® Receives the Esteemed Good Housekeeping Seal**

WALLED LAKE, Mich., May 20, 2014 – Now that’s brilliant! It’s not just a tagline; Brillo® reaffirmed its excellence in cleaning today as they announced that eleven Brillo® cleaning products, including the iconic American-made Brillo® steel wool soap pads, have earned the esteemed Good Housekeeping Seal after careful evaluation by the Good Housekeeping Research Institute (GHRI). In addition to the Brillo® steel wool soap pads, the Good Housekeeping Seal was also granted to all Brillo® Estracell sponges, Brillo® Sweep & Mop and the Brillo® Erase & Wipe.

“Achieving Good Housekeeping Seal status further cements Brillo® at the top of a very crowded cleaning industry,” said John Armaly, President and CEO of Armaly Brands, maker of Brillo®. “Now backed by the Good Housekeeping Seal, consumers are able to make a more informed decision when looking for a reliable and effective cleaning product that stands the test of time, and we could not be happier.”

Having earned the Good Housekeeping Seal, the Brillo® products are now under a special limited warranty that is supported by Good Housekeeping. The Good Housekeeping Seal has is one the most recognized consumer emblems in the market today. For over 100 years, the Good Housekeeping Seal has been used to reassure consumers about their product purchasing decisions. Also with 100 years under its belt, Brillo® has been a trusted name in consumer and commercial cleaning products remaining the world’s most recognized cleaning brand.

With a strong commitment to quality, all Brillo® products are and have been 100% manufactured in the United States for over 100 years. For more information on Brillo® products, visit [www.brillo.com](http://www.brillo.com).

### **About Brillo**

For more than 100 years, Brillo® has remained one of America’s most well-known and trusted household cleaning brands. Through the commitment of Armaly Brands, Brillo® has remained the world’s most recognized cleaning brand and continues its history of innovation. Brillo® offers a variety of cleaning products including the Brillo® soap pad and the Estracell sponge. Today, Armaly Brands products are the choice of more than two thirds of consumers and professionals who prefer more sanitary sponges. The Estracell® and AutoShow® brands lead their segments with market share of over 75% and 50% respectively. The Armaly ProPlus® brand is the leader in the traditional contractor and DIY base, which enjoys a 45% market share. For more on Armaly’s complete line of cleaning products, visit [www.armalybrands.com](http://www.armalybrands.com).