



After revolutionizing the household cleaning category in 1999, **Swiffer** is now totally reinventing its product line-up with cleaning tools that are fully assembled and ready to use right “out of the box.”

Swiffer will deliver even greater cleaning simplicity for American households:

- **Shopping made simpler:** In the often cluttered surface care cleaning aisle, the new fully assembled Swiffer tools more closely resemble traditional implements, such as mops or brooms, to make it easier for shoppers to choose the Swiffer that fits their cleaning needs.
- **Refills made easier:** Swiffer will help shoppers navigate store shelves by placing Starter Kits right next to the corresponding, color-coordinated Refills.



About Swiffer Technology:

- A new telescoping pole retracts to make these products easy to transport, display at retail, and store at home. The pole extends with just a pull to become "fully assembled."
- The new ready-to-go cleaning tools come in a choice of four starter kits:
 - Swiffer Sweeper
 - Swiffer SweeperVac
 - Swiffer WetJet
 - Swiffer Dusters Extendable Handle

Availability:

Swiffer's fully assembled cleaning line-up will be available in North America in July 2010.



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