



Nancy Bailey & Associates, Inc.

BUILDING BRANDS THROUGH LICENSING

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Mr. Clean®
Lives to Clean So you
can Clean to Live.

Mr. Clean® has expanded beyond Multi-Surfaces Sprays, Liquids, and Magic Eraser® into Bathroom Cleaners and Your Home Pro – products for tough jobs and available at home improvement stores. Mr. Clean has been successfully licensed across surface care areas for 10 years!

Mr. Clean Cleaning Accessories



Brand Strengths

- 50+ year old brand with 95% awareness
- Fastest Growing All Purpose Cleaner in past 2 years
- \$60MM annual marketing and advertising budget including TV, Print, On-Line, In-Store events
- Strong retail distribution in all classes of trade
- Extensive and innovative product line providing many cleaning solutions.



Licensing Program

- Launched in 2001 and is the most successful household brand extension licensing program for Household Cleaning Tools, Household Gloves, Reusable Wipes
- Over \$400MM in retail sales to date
- Distribution in over 40M retail doors in all classes of trade
- Licensees' annual sales growth has averaged 25%
- Mr. Clean Magic Eraser licensed mops are the #1, #2 and #4 best selling mops in America
- Mr. Clean is the #1 brand in household gloves.

Licensing Opportunities

Clean up the Competition with a Mr. Clean license!

Seeking new licensees with innovative products to 'make cleaning easier' in household and outdoor.



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For additional licensing information contact:
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