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Media Contact:
Bill Bussler
Celtic PR for Wisconsin Pharmacal Company
(262) 789-7630, ext. 131
billb@celticinc.com

Attention-Grabbing New Look Introduced for Coleman Repellents Product Line
Contemporary redesign unifies entire product offering; quickly communicates key benefits to consumers

Jackson, Wis. – Wisconsin Pharmacal Company, a longtime insect repellent manufacturer and an official Coleman licensee, has unveiled sleek new packaging for its Coleman® Repellents line. The updated packaging brings a fresh new look and unifying appearance to the entire Coleman® Repellents line, which includes an assortment of products to help consumers ward off mosquitoes and other annoying insects. The updated look for Coleman® Repellents was established by LPK, a leading international design firm. To view the new look in more detail, or to secure additional information about the complete Coleman® Repellents product offering, please visit www.ColemanRepellents.com.



“We initiated the redesign to introduce an uncluttered and bold new look into the insect repellents category,” said Mike Kermendy, vice president of marketing for Wisconsin Pharmacal Company. “But, of course, it’s not all about aesthetics. We also wanted to present key product details and benefits as clearly as possible so consumers looking to protect themselves and their families can quickly and easily find the appropriate product for their specific needs.”

Each individual product within the Coleman® Repellents line now incorporates category-relevant colors and photography that is purposefully connected to the product’s usage. For example, the 40 percent DEET product, which appeals to those heading into the deep woods, features an image of a dense forest and a dark green color scheme. But, the SkinSmart (DEET free) product, which targets families, shows a child swinging on a tire swing and incorporates a much softer orange hue.

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ADD ONE: Attention-Grabbing New Look for Coleman Repellents Line



“In addition to setting our products apart from competitive repellents, the colors and images incorporated are also designed to help consumers differentiate between the products in the line that are intended for the skin from those designed to be applied to gear and clothing,” Kermendy added. “Finally, we also felt it was critical for the well known Coleman logo to be featured prominently on each product to continue emphasizing the connection between our repellents and the most trusted outdoor brand of all time.”

About Wisconsin Pharmacal Company, LLC:

Wisconsin Pharmacal Company is a longtime manufacturer of insect repellents, first aid kits, and other products for those heading outdoors.

The company’s complete portfolio of outdoor brands includes: Potable Aqua® water purification tablets, StingEze® insect bite relief products, Atwater Carey® first aid kits, BAITMATE® fish attractants, Coleman® insect repellents, and Coleman® first aid kits. For more details, please visit www.PharmacalWay.com.

About The Coleman Company, Inc.:

As an international leader in the innovation and marketing of outdoor products, The Coleman Company, Inc. helps people have fun and make memories by providing the gear integral to their favorite outdoor experiences. The company’s products include its legendary lanterns and stoves, as well as coolers, tents, sleeping bags, airbeds, backpacks, furniture, and grills under the Coleman® brand. Additionally, the company provides flotation devices, towables, rainwear, waders, hunting and fishing gear as well as safety and survival equipment under its Stearns®, Sevylor®, Sospenders®, Hodgman®, Mad Dog Gear®, and Helium® brands. Founded in 1900 and based in Wichita, Kan., Coleman is a wholly owned subsidiary of Jarden Corporation and can be found online at www.Coleman.com.

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Editor’s Note:

For a high-resolution image of the new packaging, please contact Bill Bussler at 262-789-7630, ext: 131 or billb@celticinc.com.