



**Media Contact:**

Bill Bussler  
(262) 789-7630  
billb@celticinc.com

## **Wisconsin Pharmacal Makes a Splash for Coleman Repellents Launch**

*Camping trailer giveaway and 'Road Show' highlight promotional efforts for new brand*

**Jackson, Wis.** – Wisconsin Pharmacal Company has initiated a variety of promotions to help launch its new Coleman® Repellents line, which will officially be introduced at the Outdoor Retailer Summer Market in Salt Lake City, July 21-24, 2009. The company's promotional efforts for the new brand are highlighted by a camper trailer giveaway as well as a four-day, cross-country 'Road Show.'

During the 'Road Show,' which traversed the country July 15 through July 18, representatives from Wisconsin Pharmacal – along with the company's official Coleman Repellents mascot – made frequent stops at cities and towns both big and small. The company even spent each night at local campgrounds in a new Coleman® camper trailer to connect with families and other outdoor enthusiasts. The entire journey was captured via video and still photos, which can now be viewed on [ColemanRepellents.com](http://ColemanRepellents.com), YouTube, Twitter and Facebook.



“What better way to celebrate the launch of Coleman Repellents than a cross-country tour to connect with consumers and retailers?,” said Mike Kermendy, vice president of marketing for Wisconsin Pharmacal, the official manufacturer and distributor of Coleman Repellents. “It was extremely rewarding to get out and actually camp with the consumers who will be using our products. Initial response to our new line of repellents was overwhelmingly positive. We had a lot of fun along the way and, more importantly, established some lasting connections with consumers and retailers across this beautiful country.”

Throughout the tour, consumers had the opportunity to enter a drawing to win a Coleman Evolution Series camper trailer from FTCA, Inc. – an \$8,000 value. Many participants also had the chance to experience ‘camping made easy’ with a hands-on tour of the 2009 Coleman Evolution Series camping trailer that served as the ‘Road Show’ base camp. Those interested can still enter to win the camper at [ColemanRepellents.com](http://ColemanRepellents.com). Or, to review official contest rules and additional details, please visit [ColemanTrailers.com/win](http://ColemanTrailers.com/win).

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## **ADD ONE: Wisconsin Pharmacal Makes a Splash for Coleman® Repellents**

“The goal of our recent Road Show and the camper trailer giveaway is really quite simple – we wanted to engage consumers and build excitement for our new product offering,” Kermendy added. “But, equally as important, we wanted to reach out to retailers and trade audiences in a unique, fun and memorable way. We hope all of our friends in the outdoor industry will visit [ColemanRepellents.com](http://ColemanRepellents.com) to learn more about our cross-country journey as well as our new comprehensive line of insect repellents.”

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### **About Wisconsin Pharmacal Company:**

Wisconsin Pharmacal is the official manufacturer and distributor of Coleman insect repellents. The company is launching a comprehensive line of products to meet the diverse needs of outdoor enthusiasts. The line includes repellents with varying levels of DEET, as well as an exclusive SkinSmart™ formula, which is DEET-free, but clinically proven to provide effective and long-lasting protection against common biting insects.

### **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 its Coleman® and Exponent® brands. Founded in 1900 and based in Wichita, Kan., Coleman is a wholly owned subsidiary of Jarden Corporation.

### **About FTCA, Inc.**

Founded in 1966, FTCA originated as a division of The Coleman® Company, Inc. to manufacture camping trailers, with the first trailers rolling off the assembly line in 1967. In 1979 the company attained market share leadership and has never relinquished the position. Fleetwood Enterprises Inc. acquired the division in 1989 to augment its position in the RV industry. As Fleetwood Folding Trailers, Inc., the division continued its heritage of producing innovative high quality camping trailers, and with its customer satisfaction focused dealer network achieved new market share heights. Today, FTCA designs, manufactures and distributes its folding camping trailers from its facility in Somerset, PA., through a network of independent RV dealers around the world. To learn more, please visit [ColemanTrailers.com](http://ColemanTrailers.com) or call 814-445-9661.