

RAGS IN A BOX*

Works Like Cloth at Home or at Work

- Soft, absorbent towels that perform like cloth
- Multi-purpose for various projects
- SCOTT® Rags are America's #1 companion for project clean-ups



Old Packaging



AVAILABLE JUNE 2013

SCOTT® Protective Solutions:

Code	Description	Size (W x L)	Color	Qty/Unit	Units/Case
75260	SCOTT® Rags in a Box All-Purpose	10" x 12"	White	200 Towels/Box	8
39440	SCOTT® Rags in a Box Light-Duty	9" x 12"	White	176 Towels/Box	10
39364	SCOTT® Rags in a Box Pro-Grade	9" x 12"	White	200 Towels/Box	4

Customer/User Insights:

- The Joint Center for Housing Studies of Harvard University estimates that spending on home improvements increased about 9% in 2012.
- The surge in distressed properties coming back onto the market is contributing to an increase in U.S. remodeling spending.
- Since the economic downturn, many homeowners have been doing their own home renovations to save cash.
 - As a result, the DIY market has steadily increased over the five years to 2012.
- Consumers changing perceptions about their ability to begin and successfully complete a DIY project are a driving trend for this industry.
- SCOTT® Rags are America's number #1 companion for these household needs.