

## **Bradshaw International and Butler Home Products Become Bradshaw Home**

(Rancho Cucamonga, CA)

Previously operating as Bradshaw International and Butler Home Products, both companies have announced that they will unify as **Bradshaw Home** as of March 1, 2018. The move brings the assets and industry knowledge of both companies, leaders in the kitchenware and cleaning categories respectively, together under one fully integrated business.

Company Co-Presidents Brett Bradshaw and Rob Michelson will continue to head the new enterprise, marking a major milestone in the history of both companies. Bradshaw purchased Butler Home Products in 2003, but both businesses have run independently for the past 15 years. Bradshaw International has grown to lead the kitchenware industry, while Butler has done the same in cleaning. Mid 2017 it was announced that Mr. Michelson and Mr. Bradshaw would become co-presidents of parent company Bradshaw Holdings. The formation of **Bradshaw Home** is the next phase for the housewares leaders.

“This structure clearly puts us in a great strategic position to expand for the future. It will allow us to use our considerable assets and experience in both kitchenware and cleaning to build on our already strong market positions,” says Brett Bradshaw. “We have long been known for our service oriented philosophy—operationally, this streamlining will benefit the way we do business and make us as efficient as we can be.”

Rob Michelson adds, “Bringing the companies together allows us to maximize scale in the departments that support our ever-changing customer needs, and keep independent the departments that rely heavily on category specific experience and expertise.” Michelson went on to say, “It is important for us to note that our warehouse footprint will stay exactly the same and we will continue to deliver best in class service to our retail partners.”

**Bradshaw Home** will maintain its family-owned business style, as Mr. Michelson and Mr. Bradshaw—both successors to their respective family businesses, lead the charge for this new organization. This restructure positions the Company for future success, as it continues to grow by building on its strong heritage and assets—its valued customers and great people.

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[About Bradshaw Home](#)

*Formally Bradshaw International and Butler Home Products, Bradshaw Home is a privately owned company based in Rancho Cucamonga, Calif., with family heritage dating back to 1905. The Company is a premier marketer of housewares and the largest kitchen gadget and cleaning products supplier in the U.S. Its family of brands span the areas of kitchen tools & gadgets, cookware, bakeware and cleaning products, which includes: GoodCook®, T-Fal®, AirBake®, Bialetti, Emeril Lagasse, Betty Crocker®, Butler®, Evercare®, Mr. Clean®, Dawn®, Casabella®, CleanOnes®, Clorox®, Liquid-Plumr® and Black & Decker®.*