

## **FOR IMMEDIATE RELEASE**

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### **Butler Takes Over oneCARE Brands**

Cleaning product manufacturer doubles in size with acquisition

(Marlborough, MA, February 2014) Butler Home Products has reached an agreement with Georgia based personal care company oneCARE, to take over specific products and brands under their control. Butler will acquire the lint and pet roller business marketed under the Evercare brand, the stick goods business under the Clorox brand and the Target private label cleaning tools brand called Up and Up.

Rob Michelson, president of Butler, will lead this business. "These are exciting times for Butler," says Michelson. "This is a natural extension for us; expanding our cleaning tools business while introducing lint rollers to our line. The acquisition almost doubles our size and represents a tremendous growth opportunity." Evercare is the inventor of the lint roller product and holds a significant market share of this segment.

The operation's sales, marketing, product development and sourcing will be lead by Tim Young and a seasoned team of professionals out of Alpharetta, Georgia. Warehousing and customer service is located in Waynesboro, Georgia, from where they will service all U.S. customers. The facility is state-of-art with complete warehouse management systems in place. Lint roller manufacturing, currently out of oneCARE's Kentucky plant, will be moving another factory for production.

The company's Canadian operation is headed by Dave Brown, from offices located in Ontario.

#### About oneCARE

The oneCARE company is a global manufacturer and distributor of products designed to care for the diverse needs of the consumer; from wardrobe, home and pets, to workplace. The company is in the business of lint rollers, fabric care, pet hair control, air deodorizers, and drain care. Licensed brands include Bounce, Clorox, Downey and Febreze, as well as proprietary brand Evercare.

#### About Butler

Butler Home Products is a leading manufacturer and distributor of branded cleaning products in North America. They offer products under numerous brands including –

Butler, Mr. Clean, Dawn and Charmin, while also supplying private label brands. Butler's products can be found in all retail channels of distribution across the USA and Canada – Mass Merchants, Supermarkets, Drug Stores, Specialty Stores, Home Centers and more. Merchandise can also be purchased on line via our Butler online store. Since 2003 Butler has been part of The Bradshaw International group of companies. Based in Marlborough, MA with additional offices in Southern California, Butler is the fastest growing company in the cleaning tools category.

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