

ABOUT THE NEW HCPA

The following talking points serve as a guide to understanding the new HCPA brand:

- The new HCPA brand will more clearly reflect who we serve, and the change is the result of a year-long process that was based on the findings of comprehensive research, multiple focus groups and key member and stakeholder input.
- The transformation of the association began in mid-2016 when the Board of Directors saw a chance to redefine the future of the organization. In 2017, the team pressed the “reset” button – a massive undertaking including simultaneous initiatives that most associations only tackle one at a time. The association has truly been remade, not just rebranded. [WATCH OUR 2017 HIGHLIGHTS](#)
- The new tagline is “Innovative Products for Home. Work. Life. HCPA members are a \$180 billion industry that makes and sells products used for cleaning, protecting, maintaining, and disinfecting homes and commercial environments. Our members employ 200,000 people in the U.S. whose work helps consumers and workers create cleaner, healthier and more productive lives. The products we represent are truly for home, work and life. [WATCH OUR STORY](#)
- In 2018, the association has already begun a campaign that will promote the association and raise the profile of HCPA with policymakers, the media, allied associations and other key stakeholders, further enabling us to be a stronger and more effective advocate for our members by building additional trust in the household and commercial products industry.
- On behalf of our 220 members, we will continue to advocate for sound science and laws that encourage a common-sense business environment, product innovation that enables job growth and safer environments for consumers and workers.
- We are ramping up our efforts to drive membership recruitment, enhance our events, and proactively communicate our members’ story to policymakers, consumers and the media. We made great headway in 2017, but we must (and we will) do more to ensure that our industry remains strong and vibrant. [TheHCPA.org](#)