



A **BRAND** NEW STORY



Innovative Products For **Home. Work. Life.**

HCPA MEDIA KIT

A Remaking of an Association: The New
Household & Commercial Products Association



A Remaking of an Association: The New Household & Commercial Products Association

The Consumer Specialty Products Association is now the Household & Commercial Products Association (HCPA). We are excited to start a new chapter in our more than hundred-year history and we look forward to your partnership during this exciting time.

WHAT YOU NEED TO KNOW

The following serves as a guide for our media contacts, partners and stakeholders on the story behind the remaking of the association and the name change to the Household & Commercial Product Association. Please hold all stories and shares until February 5th.

- **Launch Date:** February 5th
- **Website:** TheHCPA.org
- **Contact:** Beth Ludwick, Vice President, Communications & Marketing
571-328-1350 – bludwick@thehcpa.org
- Steve Caldeira, president & CEO, HCPA, will be available for comment. Please contact Beth Ludwick, to make arrangements
- [Download the Media Kit](#)

WHO WE ARE



HCPA represents the familiar and trusted brands that make our lives healthier, cleaner and more productive—from cleaners and detergents to air fresheners and pest control, and more. [WATCH OUR STORY.](#)

As the champion for these companies, who range from family businesses to the Fortune 500, HCPA works towards a common-sense business environment at all levels of government that promotes sound science, competition and product innovation that enables job growth.

All to benefit consumers and workers. Every step of the way. TheHCPA.org

PRESS RELEASE

FOR IMMEDIATE RELEASE

February 5, 2018

Media Contact

Beth Ludwick

Vice President, Communications & Marketing

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CSPA Adopts a New Name, Tagline and Logo—Now the Household & Commercial Products Association *Innovative Products for Home. Work. Life.*

WASHINGTON, DC – Today the Consumer Specialty Products Association (CSPA) officially changed its name to the Household & Commercial Products Association. Following a nearly year-long strategic planning process, HCPA is enhancing its brand identity to more directly reflect who its members are, what they do and how they significantly contribute to the U.S. economy. The new tagline, “Innovative Products for Home. Work. Life.” underscores the industry’s commitment to consumers and workers, and affirms the substantial role household and commercial products play in every aspect of our daily lives.

“To most effectively advocate for our members and our industry before policymakers and regulators, we need to communicate our public policy objectives more clearly and consistently,” said Steve Caldeira, HCPA president and CEO. “A major part of that effort is making sure that our industry identity is properly understood.”

The new name is simultaneously specific and inclusive, which will combat the lack of identity the organization suffered from under its previously vague title, and strengthen our hard-earned reputation as a trade association that fights above its weight class. HCPA’s unique history of collaboration with NGOs, allied trade associations and other diverse stakeholders has grown the organization’s reputation as a credible and trusted thought leader within the Washington, DC business community.

“The organization’s commitment to creative collaboration will remain steadfast to ensure a common-sense business environment that enables product innovation, job creation and economic growth,” said David Campbell, HCPA Chairman and vice president, regulatory and government affairs, RB, North America. “HCPA’s new identity will only serve to strengthen its leadership potential among key constituencies in our industry, with policymakers and with the media.”

“Our decision to rebrand was a strategic, member-driven initiative. The membership was calling for, and the data supported, a clear and modern brand that reflected who our organization served, the 200,000 workers we employ and the \$180 billion we contribute to the U.S. economy. Under our new title, HCPA will be better able to amplify our industry’s value to society and its commitment to improving the lives of consumers and workers, further building trust in the household and commercial products industry,” concluded Caldeira.

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About HCPA

The Household & Commercial Products Association (HCPA) is the premier trade association representing companies that make and sell \$180 billion annually of products used for cleaning, protecting, maintaining, and disinfecting homes and commercial environments. HCPA member companies employ 200,000 people in the U.S. whose work helps consumers and workers create cleaner, healthier and more productive lives.

Brand Assets and Infographics

This media kit, press release, talking points and logo, as well as several infographics, are available for anyone to use to cover our story or show their support for HCPA. Download them here:

<https://www.thehcpa.org/about-us/the-hcpa-brand/>

[Brand Identity](#)

[HCPA Background Story](#)

[HCPA Brand Press Release](#)

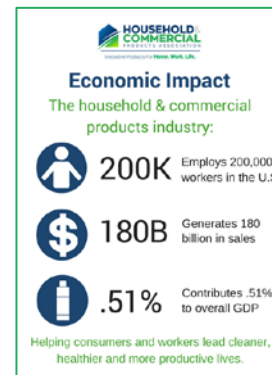
[HCPA Talking Points](#)

[Logo for External Web Use](#)

[Social Media Graphic](#)

[HCPA Social Shareable Economic Data](#)

[HCPA Social Shareable #HELLOHCPA](#)



You can find our new HCPA Brand video here: [WATCH OUR STORY](#)

Social Media

Who to follow on Twitter: @TheHCPA

Who to follow on LinkedIn: Household & Commercial Products Association

Hashtag: #HelloHCPA

Sample Tweets

Feel free to tweet and post with the #HelloHCPA hashtag, and retweet or share any posts from the HCPA Twitter and LinkedIn accounts!

Check out our friends at the new Household & Commercial Products Association, @TheHCPA

<https://www.thehcpa.org/> #HelloHCPA

Hello @TheHCPA! We look forward to working with you in 2018! <https://www.thehcpa.org/> #HelloHCPA

The Household & Commercial Products Association @TheHCPA supports products that consumers and workers need for those memorable and messy moments. <https://www.thehcpa.org/> #HelloHCPA

Ever wondered about the products that live under your sink, in your garage or out in the yard? Meet the new Household & Commercial Products Association! @TheHCPA [WATCH THEIR STORY](#).

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 individual 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](#)

THE BACKGROUND BEHIND THE REMAKING OF THE ASSOCIATION

HCPA is fortunate to have an active and caring membership that understands that what worked yesterday might not work today.

This remaking of the organization began in mid-2016 with the pending retirement of the longtime CEO. The Board of Directors saw the opportunity to define what the future of the organization would look like and collaborated to begin an intensive strategic planning process. The staff did an organizational assessment, analyzed what its competitors did and polled its membership. The strategic analysis investigated:

- Member value, engagement and return on investment
- Perceptions of members at all levels
- CSPA's place in the larger association landscape
- Equity of the CSPA name and brand with members and inside the Washington Beltway

The insights from this effort became valuable immediately when the organization announced in December 2016 that Steve Caldeira, the former President & CEO of the International Franchise Association, would onboard in January 2017 as the new CEO. Caldeira embarked on a cross-country tour to visit dozens of member companies, hearing their concerns and priorities. He also reorganized and expanded the government relations & public policy, and communication & marketing departments to strengthen their advocacy and member/media relations and marketing impact.

In addition, Jim Jones, the former deputy administrator and head of Office of Chemical Safety and Pollution Prevention at EPA, was hired to lead a new department: Strategic Alliances & Industry Relations. This department focuses on retailer engagement, relationships with NGOs and member engagement to support the association's legislative and regulatory priorities at all levels of government.

The changes concentrated staffers on results, innovation and efficiency.

Caldeira also revived one of CSPA's original keys to success — a willingness to collaborate with diverse stakeholders. Insights from the strategic planning research showed that more than any other association, HCPA leverages its ability to collaborate with allied trade groups, government agencies and NGOs to identify mutually beneficial public policy solutions for its members and the public.

Caldeira began reconnecting and strengthening relationships with allied trade association CEOs, leading collaborative discussions at industry conferences and speaking at more than 15 events inside and outside Washington. Relationships with policymakers and regulators also proliferated, including a meeting between new EPA Administrator Scott Pruitt and a half-dozen board member companies.

Caldeira commissioned an economic impact analysis in conjunction with the National Association of Manufacturers' Center for Manufacturing Research and INFORUM at the University of Maryland College Park. He brought the team together to capture hard data that will reinforce that the industry is an economic powerhouse and proven job creator.

All these changes paid dividends quickly. In a major win on ingredient communication regulation, the team successfully worked with California Senator Ricardo Lara (D-Bell Gardens), who also serves as the Chairman of the Senate Appropriations Committee, to negotiate and pass the Cleaning Product Right to Know Act of 2017.

This bill was a carefully crafted compromise developed through intense NGO-industry negotiations. HCPA helped bring together a diverse coalition of more than 100 organizations ranging from breast cancer prevention and clean water advocates to janitors and some of the world's largest multinational cleaning product companies. The bill is now law in California and a potential model for other states and major retailers. It is supported by both environmental advocates and name-brand consumer product companies.

The group still faced a major challenge: In the alphabet soup of trade association acronyms, the Consumer Specialty Products Association was just one of many with a name that was confusing and unclear. Focus groups confirmed what the new CEO and many board members had long suspected: no one outside of the immediate membership and EPA was remotely familiar with the CSPA brand or even understood what the name meant, who it represented or what its issues were.

The membership was calling for, and the data supported, a clear and modern brand that reflected who the organization served: The Household & Commercial Products Association, HCPA, with a new tagline: Innovative Products for Work. Home. Life.

In 2018, the association will embark on a rebranding campaign with advertising and media outreach. The new brand will build on the concept that in every aspect of life, the household and commercial products industry is with consumers and workers every step of the way. As a result, HCPA will be better able to advocate for its members, work to improve the lives of consumers and workers, and further build trust in the household and commercial products industry. ###

THANK YOU FOR YOUR SUPPORT

If you have any questions, please contact:

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