

FOR IMMEDIATE RELEASE

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HCPA Joins Leading Trade Associations in Americans for Free Trade Coalition
Multi-Industry Group Launches Multi-Million Dollar Campaign “Tariffs Hurt the Heartland”

WASHINGTON, DC – The Household & Commercial Products Association (HCPA) is pleased to join more than 80 of the nation’s leading trade associations representing thousands of businesses and workers as a member of Americans for Free Trade, a multi-industry coalition dedicated to opposing tariffs. On September 12, the Americans for Free Trade coalition joined Farmers for Free Trade, a coalition of agricultural groups, in launching a multi-million-dollar campaign, Tariffs Hurt the Heartland, at TariffsHurt.com.

“The household and commercial products industry relies on free trade to provide innovative, effective, and affordable products to consumers and workers,” said HCPA President & CEO, Steve Caldeira. “These tariffs are already raising costs for manufacturers and consumers and they will ultimately lead to lost jobs in the U.S. Simply put, the tariffs amount to a new tax on American businesses, consumers, and workers, which is why HCPA is proud to join and support the Tariffs Hurt the Heartland campaign.”

Tariffs Hurt the Heartland is the largest bipartisan effort focused on sharing the diverse and powerful voices of the families, consumers, workers, businesses and other supply-chain stakeholders being negatively impacted by the tariffs. Visit TariffsHurt.com to learn more.

If your business is an HCPA member company and has been impacted by the administration’s tariffs, please reach out to Owen Caine, Executive Vice President, Government Relations & Public Policy, HCPA, at ocaine@thehcpa.org to share your story.

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About the Household & Commercial Products Association

The Household & Commercial Products Association (HCPA) is the premier trade association representing companies that manufacture 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 to create cleaner, healthier and more productive lives.