

Aerosol Highlights



New products in all categories reflect Aerosol Pressurized Products Survey...

Each year, the Household & Commercial Products Association (HCPA) releases its *Aerosol Pressurized Products Survey*. The report gives an account of aerosol product production in North America, which includes the U.S., Canada, Mexico and Puerto Rico. For details of the Aerosol Pressurized Products Survey, see page 19.

This feature reports the growth and strength of these brand categories by looking at the latest launches and unique aerosol products. The survey breaks “Aerosol Pressurized Products Filled” into eight categories; *SPRAY* takes a look at each category with a sampling of the latest and most innovative products for each.

by Category

Insect Sprays

More than 285 million filled in 2018

Hot Shot Kitchen Bug Killer₂ from **Spectrum Brands** contains botanical insecticides that kill fast. For use in kitchens, pantries and other food-preparation areas, the product helps eliminate ants, flies, gnats, roaches, spiders and other common kitchen insects.



Sawyer Picaridin Insect Repellent with 20% Picaridin offers 12-hour protection from mosquitoes and ticks. It also repels biting flies, stable flies, black flies, gnats, chiggers and sand flies for up to eight hours. Safe for use on the whole family, the non-greasy Picaridin offers all day protection, has a pleasant low citrus odor and won't damage plastics or synthetic coatings. It is also effective against the Yellow Fever Mosquito (*Aedes aegypti*), which can transmit the Zika Virus.



Paints & Varnishes

Almost 457 million filled in 2018

Krylon Glitter Blast takes glitter to the next dimension. The intense, sparkling glitter adheres well to most surfaces, even plastic and craft foam. It is acid-free for scrapbooking, dries to the touch in 20 minutes and dries to handle in 24 hours. Glitter Blast can be used on materials such as wood, metal, wicker, plastic, glass, ceramic, pottery, craft foam, papier-mâché and paper. It is available in 15 colors, including **Diamond Dust**, **Cherry Bomb**, **Fierce Fuchsia**, **Lucky Green**, **Sparkling Waters**, **Bronze Blaze**, **Orange Burst**, **Citrus Green**, **Twilight Sky** and **Grape Glitz**. The can is supplied by Mauser Packaging Solutions.



Rust-Oleum Zinsser Bulls Eye 1-2-3 Primer Spray is an all-purpose, high-performance, oil-based primer for interior and exterior residential, commercial and industrial applications. It seals porous surfaces such as wood, drywall, cured plaster, concrete, stucco and brick. It can be used under or over any paint to improve coverage and get the right color in fewer coats. It helps to block tough stains and seal smelly odors. Its high-output, any-angle comfort tip spray creates a flat/matte, bright, white finish.



Household Products

More than 1.1 billion filled in 2018

Clorox Commercial Solutions unveiled the 14oz. **Odor Defense** aerosol. The bleach-free formula is formulated to identify, capture and eliminate the toughest odor-causing molecules found in garbage, urine, vomit, feces, mildew, marijuana, tobacco, fire smoke and body odor. Odor elimination lasts up to six hours and provides a Clean Air scent. Odor Defense is suitable for offices, day care centers, schools, hotels, restaurants and other commercial facilities. It is also available as a 6oz. Wall Mount Refill, 32oz. Air/Fabric Spray and one gallon Air/Fabric Spray.



Simple Green Heavy Duty BBQ & Grill Cleaner has fast-acting, clinging foam that goes on effortlessly and penetrates quickly to remove baked-on grease, food and carbon deposits. The non-toxic, clean-rinsing formula leaves surfaces residue-free. It is formulated for use on barbecues, grills, smokers, stove tops, ovens, camp stoves, slow cookers, microwaves, food dehydrators, range hoods, vents, filters, utensils and other cooking surfaces. It helps restore shine to both interior and exterior surfaces and is safe for use on metals and plastics.



Personal Care Products

Almost 866.6 million filled in 2018

With the arrival of festival season, **Lime Crime** has launched a new range of **Unicorn Hair Rainbow Mists**. The new hair mist is temporary, washes out easily and won't damage hair. Unicorn Hair Rainbow Mist is available in eight shades, including light pink

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Petal, light blue Dew Drop, muted peach Sweet Tea, light gray Stormy, lavender-gray Earl Grey, purplish Lollipop, mauve-brown Mauve Mist and coral pink Taffy. The mists come with a complimentary hair stencil featuring shapes of hearts, clouds and a smiley face. Lindal supplies the CA39 Powder valve for the Lime Crime Unicorn Mist and Montebello Packaging supplies the can.



Dove Invisible Dry Floral Touch 250mL anti-stain antiperspirant deodorant from Unilever helps protect clothes against white marks and yellow stains while providing sweat protection for up to 48 hours. It contains Dove's 1/4 moisturizing cream to help improve the look and feel of underarm skin. Dove Invisible Dry Floral Touch comes in a can from Moravia.



Animal Products

More than 1.3 million filled in 2018



Country Vet FarmGard Farm & Dairy Fly Spray from Zep contains 0.50% pyrethrins for rapid control of barn pests. It kills flying insects such as flies, mosquitoes, moths, gnats and wasps, as well as crawling insects including cockroaches, ants, spiders and silverfish. Country Vet FarmGard is safe for use in beef cattle operations, dairy farms, hog and swine operations, barns, stables, farm livestock quarters, milking rooms and poultry houses.

Simple Solution Urine Destroyer Stain & Odor Remover for cats and dogs penetrates deep to reach the odor source, breaking down urine proteins, removing stains and neutralizing the toughest odors fast. The product also helps prevent repeat marking.



Automotive, Lubricant & Industrial Products

More than 508 million filled in 2018

Armor All Tire Foam Protectant not only cleans vehicle tires, it restores their natural, deep black appearance. The intense, foaming action lifts away tough dirt without scrubbing, while a proprietary blend of nourishing conditioners penetrates into tires, restoring a like-new appearance and bringing out their deep, natural colors. Blocking agents help protect from harmful elements that can cause cracking and fading. Berry Global supplies the overcap.



Poorly maintained rubber slide-out seals can cause deterioration and cracking that allow water, dirt, wind and even rodents to enter recreational vehicles (RVs), which can result in costly repairs. However, new 3-IN-ONE RVcare Rubber Seal Conditioner makes it easier to keep rubber seals in tip-top shape. The product helps protect against the sun's damaging ultraviolet



(UV) rays with a proprietary UV shield. When used regularly, it helps reduce friction and wear on slide-out seals. The conditioner also protects rubber seals on windows, doors, compartments and hatches, and can be used on rubber seals on boats, cars and other vehicles. The can for 3-IN-ONE RVcare Rubber Seal Conditioner is supplied by Crown.

Food Products

Almost 577.9 million filled in 2018

Limited edition Gay Lea Real Toasted Marshmallow Whipped Cream is crafted for summertime entertaining. The product is suitable for topping S'more-themed desserts, hot and iced drinks, cocktails, waffles or mousse. Available mid-March to July 2019, the product is made with 100% cream and no artificial colors or flavors. According to Gay-Lea, limited-edition releases such as its Toasted Marshmallow and Dark Chocolate Caramel Whipped Cream, have been shown to drive higher category sales dollars while in market (+3.5%). The can is from DS Containers, topped with a cap and valve from Clayton Corp.





365 Everyday Value Organic Extra Virgin Olive Oil Non-Stick Cooking Spray from Whole Foods is certified organic, certified kosher and certified vegan. It contains no additives and its quality was certified by the North American Olive Oil Association. It comes in a can from Exal.

Miscellaneous

Almost 21 million filled in 2018

Misty Chalkboard & Whiteboard Cleaner from Amrep is a medium-foam, water-based product that clings to vertical surfaces, enabling quick chalkboard and whiteboard cleaning and polishing. It restores surfaces and removes ghosting. The 360-degree valve allows a spray from any angle. The product is non-flammable, ammonia-free, water-based, ozone-safe, floral-scented and low in volatile organic



is tested before packaging. The can is from ITW Sexton.

compound (VOC) content. It can be used on ceramic, metal, plastic and stone. The can is from Mauser Packaging Solutions.

Air Horn from LPI Consumer Products

was designed for marine use, sporting events, personal safety, industrial use and parties. A team of acoustical engineers designed the aerosol cans and trumpets. Air Horn is non-flammable, ozone safe and each horn



Why the Aerosol Pressurized Products Survey matters...

Nicholas Georges, Senior Director, Scientific & International Affairs, HCPA

In May, the HCPA released its 68th annual *Aerosol Pressurized Products Survey*, which reports on the unit production of aerosol products, containers and valves in the U.S. Its goal is to provide a comprehensive snapshot of the industry, providing relevant information that is useful to the marketing and manufacture of finished aerosol products and their components. The aerosol industry uses the information from the survey for business planning and when meeting with legislators and regulators to emphasize the significant contribution the aerosol products industry has on the U.S. economy.

The HCPA Aerosol Products Division (APD) Survey Committee works hard each year to ensure the survey communicates an accurate picture of the aerosol industry. The entire U.S. aerosol industry is surveyed for participation—no matter if the company has an affiliation with HCPA or any other trade association. Although HCPA sponsors and finances the survey, Association Research, Inc. (ARI)—an independent, widely-respected, third-party research firm—administers the survey and collects and aggregates the data. This is truly an industry survey, conducted by the industry, for the industry.

At the beginning of each calendar year, ARI distributes questionnaires about pro-

duction data via email to all aerosol fillers, as well as container and valve manufacturers. The APD Survey Committee follows up with each potential participant via phone and email to ensure that they've received the survey and submitted completed information by the deadline. Utilizing the services of ARI, HCPA and the APD Survey Committee ensures that each company's confidential business information (CBI) remains private.

The final report is a tool that can be referenced by individual companies or the industry. Companies can also review the survey report to gauge their overall growth or to identify opportunities for specific product categories. Companies can also use the information to reassess their sales strategy, production planning and future investments. The industry can use the survey report to communicate with legislators about the aerosol industry or highlight data in petitions or rule makings with regulators, as is the case with current efforts to harmonize the U.S. definition of an aerosol under the Dept. of Transportation (DOT) with international standards.

Each year, there are companies that are unable to respond to the survey. When this occurs, the Committee makes estimations about major product categories by using the number of shipped components

as a proxy for the entire market of non-respondents. Each company provides their information to ARI privately as to not divulge their CBI, and the entire APD Survey Committee only sees the total estimated number for a major product category.

Unfortunately, due to a higher than expected non-response rate in this year's survey, the APD Survey Committee had to estimate significant portions of the market. Therefore, much of the information that has historically been shared with the industry could not be reported this year. This weakens the industry's ability to understand year-over-year growth in specific product sectors and makes it more challenging to identify potential market opportunities. Further, without the public aggregate information provided by the report, the industry cannot provide the detailed information to interested parties.

The APD Survey Committee will continue to collect and report relevant information about the aerosol industry for companies to utilize internally or for advocacy efforts with legislators and regulators.

We welcome your comments, questions and suggestions about how to improve both the survey and report, and respectfully urge you to participate to make this report as beneficial as possible. Please contact me at ngeorges@thehcpa.org with any feedback. **SPRAY**