

Evercare Ventures Beyond Lint Rollers With Show Roster

By Sharyn Bernard

CHICAGO—Evercare is on a mission—to be known well beyond its best-selling lint rollers and clothing-care items. The company is introducing more than 100 items at this week's International Housewares Show here, including cleaning products, storage and organization items, and laundry care.

The key focus for the company is its new cleaning products. Previously, the only product Evercare had introduced in the "chemical" business was a pen-sized stain remover.

The company already boasts a 90 percent market share for lint-removal products. "We decided to develop new products to surround lint pickup for cleaning," said Lena Heidel, director of product development.

It is launching an electrostatic sweeper/squeegee tool, the Sweep 'N Clean, which uses wipes to clean floors, as well as glass, tile and fans. The Sweep 'N Clean head, which uses most brands of electrostatic wipes on the market, pivots to reach the tops of ceiling fans and bookcases.

Evercare is also launching a line of chemically treated products, using aromatherapy oil for "whole home scent" cleaning. The company worked with a fragrance firm to develop a proprietary line of citrus and lavender scents.

"This is the first time we've done all of the research and development on our own" for fragrance, said Sherry Ajluni, product manager for cleaning.

The scents are available in disposable wipes, as well as cedar items such as cedar balls, hang-ups and blocks, and odor-absorption products. The company developed tubs and sprays, including a line of pet odor sprays, with the aromatherapy scents.

Another new cleaning product ties in with Evercare's heritage in lint pickup: a large surface roller that is either handheld or on a telescoping handle. It resembles a lint roller, but can work on virtually all surfaces, from tile to carpet to upholstery.

The cleaning products are targeted at virtually all of Evercare's retailers, which range from mass merchants to specialty stores to grocery stores. Heidel pointed out that "specialty stores are adding the category," and may not want to carry the same brands that mass and grocery stores do.

Evercare also is expanding its home storage line with a selection of wood and fabric items, such as shoe and sweater organizers. The lines are targeted to specific demographics, such as juveniles, "tweens" and adults. "Each is differentiated by color, pattern, size and height," Heidel said. The juvenile products will be launched exclusively at Target this month, but will be available to a wider range of retailers in six months.

The company has new wall shelves, bath organizers and laundry accessories, such as clothing-specific mesh laundry bags for lingerie, baby clothes and socks. ■