US International Trade Commission

Jarden Consumer Solutions Product Overview

June 29th, 2010

Dumping Destroys Domestic Pricing and Profitability

Customer Name	Customer B	Customer C
SKU	Queen Blanket	Queen Blanket
SKU Description	Basic Blanket	Basic Blanket
Controller	Manual	Manual
Edge Treatement	Over Cast	Over Cast
Packaging	Vinyl Bag	Vinyl Bag
Other		
BASE PRICE	$40.00	$40.00
Units	10,000	10,000
Incentive Programs	$6,000	$77,320
Incentive %	2.2%	24.3%
Margin Rate	23.0%	-5.3%

Impact of dumped imports

Color Options & Fabric Types

Woven blanket colors summary: 15 available colors

Seashell	Navy	Willow
Mushroom	Marine	Celadon
Linen	Costal Blue	Olive
Glacier	Summer Sky	Oregano
Cranberry	Clay Pot	Walnut

Woven Blanket Fabric Options:

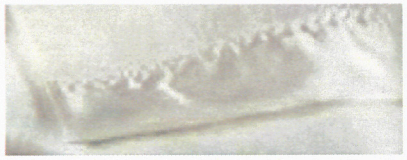
- 100% Polyester
- 90% Polyester / 10% Acrylic
- 90% Polyester / 10% Egyptian Cotton
- 80% Polyester / 20% Acrylic

Edge Finishes: 5 Available Options

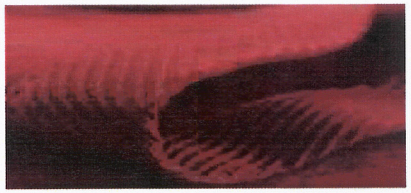
- Over Cast

- Hemmed

- Satin



- Twill



- Diagonal Twill

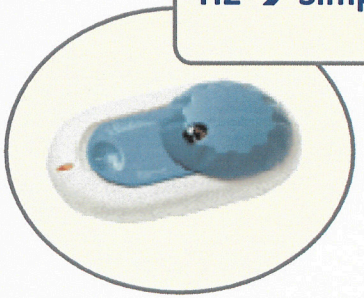
2009 Bedding Controls

G9 Conv → EasySet Pro™
10 HS, non-AO

DD2 → ChoicePlus™
20 HS, AO + PH

DD Conv → SmartSense™
10 HS, AO + PH

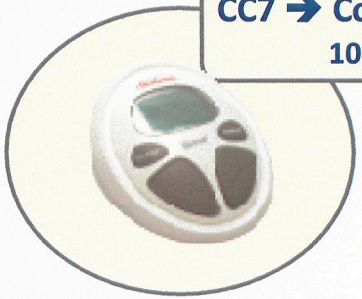
H2 → SimpliTouch™
10 HS, AO



DDY → StyleSmart™
10 HS, AO

G2 → EasySet™
10 HS, non-AO

CC7 → ComfortSet™
10 HS, AO + PH



SC7 → SelectTouch™
10 HS, AO Select + PH

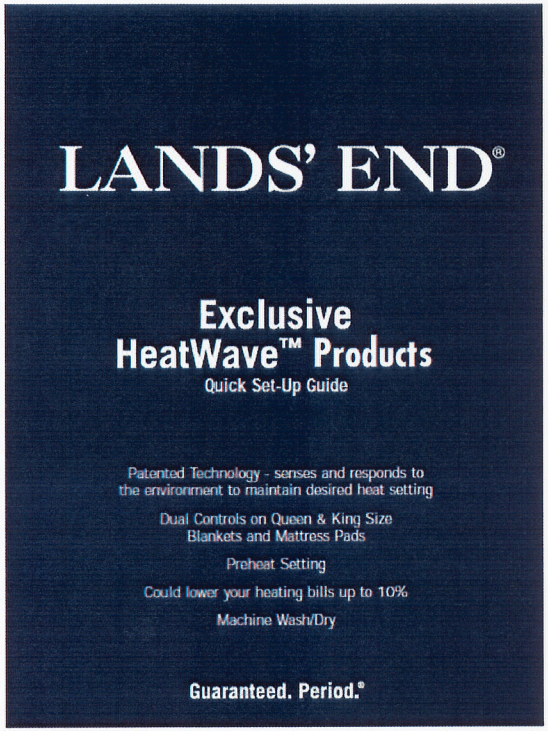
- 8 Different Designs
- Consumer features to enhance performance

Sunbeam RIVAL BIONAIRE VillaWare PATT&N CROCK-POT skybar
Oster MR.COFFEE Holmes FoodSaver SealaMeal Healthometer

JARDEN consumer solutions

Co-Branded Products

- JCS has produced products using a co-brand to meet customers marketing plans



- Brand is a key validation in a consumers purchase for safety and quality
- Sunbeam has 97% Brand Awareness and has a reputation for quality and reliability at a affordable prices

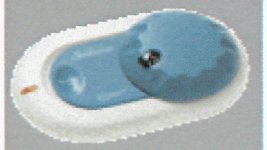
Cannon *PACKAGING – PROPOSED FOR 2010*

WOVEN HEATED BLANKET

HEATED MATTRESS PAD

WARMING THROW

Product Variety to Meet Customer needs

Customer	Fabric Type	Controller	Binding	Colors	Packaging	Brand
Customer A	100% Poly	 10 HS, AO	Satin Top Overcast – 3 sides	Mushroom Seashell Navy	Vinyl Bag	Sunbeam
Customer B	90% Poly 10% Acrylic	10 HS, AO, Dig	Hemmed	Summer Sky Seashell Clay Pot Walnut	Vinyl Bag	Sunbeam
Customer C	100% Poly	10 HS, AO, PH, Dig	Twill Top Hemmed 3 sides	Linen Sage Celadon	Vinyl Bag	Co-Branded

Sunbeam® Heated Bedding Just Got Warmer!

- **The latest in Sunbeam wire technology!**
- **Technology Enhancements:**
  - **New Wire Design**
    - internal construction redesigned
  - **Increase in Mean Wattage**
    - reformulated to run to the high side of tolerance
- **Benefits:**
  - New wire design provides a 15% improvement in product life cycle
  - Wattage change provides a warmer blanket; up to 19% warmer than 2008 products
  - Same energy savings!
  - Same UL agency rating as previous wire technology
  - Same PTC features with improved warmth and life cycle

Consumer Enhancement

Thanks to advancements in design and technology, your Sunbeam® Heated Bedding product is now up to 19% warmer; delivering consistent comfort and warmth for years to come.

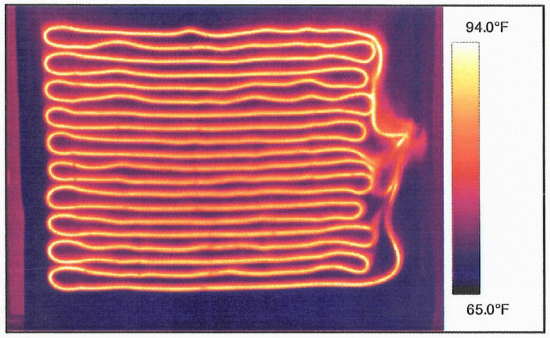
Disclaimer: Based on average wattage results of testing conducted on Twin woven heated blankets between June 2007 and April 2009. Average wattage: June 2007: 141.5. Average wattage: April 2009: 168.6, a 19.2% differential. Test conducted by Jarden Consumer Solutions Engineering.

Sunbeam® Blanket Technology Advantages

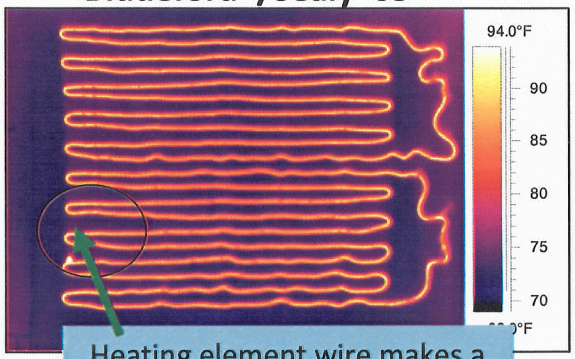
Product Insights

- Biddeford® / Sealy maintains their "curving" wiring technology, therefore anywhere the wires come in contact it can produce hot spots
- White heating, areas on Biddeford/Cannon's wiring shows that almost half of its heating elements ran at high temperature, thus increasing the risk of hot spots
- Sunbeam® blankets can reach faster and maintain higher temperatures vs. competitive products

Sunbeam®

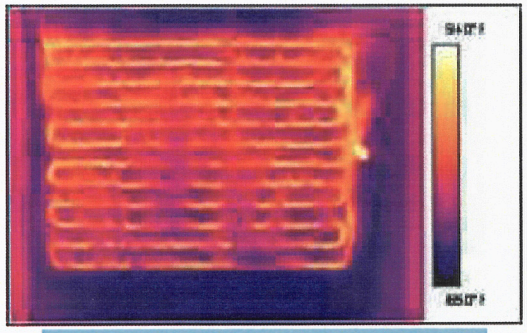


Biddeford®/Sealy '05



Heating element wire makes a loop back across itself causing a hot spot.

Perfect Fit - Soft Heat '08



Non uniform insulation causes uneven warmth

Thank You