



FOR IMMEDIATE RELEASE

Date: January 8th, 2013

Media Contact:

Molly Fies

Wisconsin Pharmacal Company

262-677-7146

mfies@pharmacalway.com

Unique New Coleman® First Aid Tins Offer a Fresh Approach to First Aid
Conveniently sized, general purpose components in novelty tins add a little flair to first aid

Jackson, Wis. –Wisconsin Pharmacal Company, LLC is taking a fresh approach to first aid with the introduction of their unique new Coleman® branded first aid tins. The new tins contain the most commonly used first aid components including bandages, antibiotic ointment, antiseptic wipes and more; however, the real draw of these kits is the nostalgic and reusable, brushed metal tin case.

“Our new Coleman first aid tins are a fresh approach to first aid,” said Andy Wundrock, senior vice president of sales and marketing for Wisconsin Pharmacal Company, a licensee of The Coleman Company, Inc. and the exclusive manufacturer of Coleman First Aid tin case products. “They are the type of thing you would buy at the register because they look ‘cool’, but they are also tremendously functional. They are great little items to have on hand.”



Priced between just \$4.99 and \$6.99, these unique and conveniently pocket-sized tins are an ideal item to keep in one’s car, throw in a child’s sports bag or add into one’s camping gear. Each of the four varieties of tins – Personal Survival, All Purpose, Outdoor Essentials and Fishing – are intended for the casual user, not just the serious outdoorsman.

The tins vary in size and contents, though all are smaller than 3 inches by 5 inches for easy pocketability. The smallest tins in the line each contain 24 essential pieces while the largest includes 74 pieces. Each tin also features an embossed first aid cross for easy identification in the dark.

The new Coleman First Aid Tins will be available for purchase starting spring of 2013 at a variety of sporting goods retailers and drug stores, including Rite Aid and Duane Reade. For additional details on the tins, or to see a complete list of retailers, please visit www.ColemanFirstAid.com or call 800-558-6614.

###

About Wisconsin Pharmacal Company, LLC:

Wisconsin Pharmacal Company is a longtime manufacturer of first aid kits and other products for outdoor enthusiasts. The company's complete portfolio of outdoor brands includes: Potable Aqua® water purification tablets, StingEze® insect bite relief products, BAITMATE® fish attractants, Coleman® insect repellents, and Coleman® first aid kits. For more details, please visit www.PharmacalWay.com.

About The Coleman Company, Inc.:

As an international leader in the innovation and marketing of outdoor products, The Coleman Company, Inc. helps people have fun and make memories by providing the gear integral to their favorite outdoor experiences. The company's products include its legendary lanterns and stoves, as well as coolers, tents, sleeping bags, airbeds, backpacks, furniture, and grills under the Coleman® brand. Additionally, the company provides flotation devices, towables, rainwear and airbeds as well as safety and survival equipment under its Stearns®, Sevylor®, Suspenders®, Helium® and Aerobed® brands. Founded in 1900 in Wichita, Kan., and headquartered in Golden, Colo., Coleman is a wholly owned subsidiary of Jarden Corporation and can be found online at www.coleman.com.

About Jarden Corporation

Jarden Corporation is a leading provider of a diverse range of consumer products with a portfolio of over 100 trusted, quality brands sold globally. Jarden operates in three primary business segments through a number of well recognized brands, including: Outdoor Solutions: Abu Garcia®, Aero®, Berkley®, Campingaz® and Coleman®, ExOfficio®, Fenwick®, Gulp!®, K2®, Marker®, Marmot®, Mitchell®, Penn®, Rawlings®, Shakespeare®, Stearns®, Stren®, Trilene®, Vökl®, and Zoot®; Consumer Solutions: Bionaire®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®; and Branded Consumables: Ball®, Bee®, Bernardin®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Dicon®, Fiona®, First Alert®, First Essentials®, Hoyle®, Kerr®, Lehigh®, Lillo®, Loew Cornell®, Mapa®, NUK®, Pine Mountain®, Quickie®, Spontex® and Tigex®. Headquartered in Rye, N.Y., Jarden ranks #371 on the Fortune 500 and has over 23,000 employees worldwide. For in-depth information about Jarden, please visit www.jarden.com.