



Company	Ticker	Sector	Industry
Newell Brands Inc	NWL-US	Consumer Discretionary	Household Durables

## Business Description

Newell Brands, Inc. engages in the manufacture, marketing, and sale of consumer and commercial products. It operates through the following segments: Commercial Solutions, Home Appliances, Home Solutions, Learning and Development, and Outdoor and Recreation. The Commercial Solutions segment includes commercial cleaning and maintenance solutions, closet and garage organization, hygiene systems and material handling solutions, connected home and security, and smoke and carbon monoxide alarms. The Home Appliances segment designs, manufactures, sources, markets, and distributes household products, including kitchen appliances. The Home Solutions segment consists of food and home storage products, fresh preserving products, vacuum sealing products, gourmet cookware, bakeware and cutlery, and home fragrance products. The Learning and Development segment deals with writing instruments, art products, activity-based adhesive and cutting products, labeling solutions, and baby gear and infant care products. The Outdoor and Recreation segment includes global consumer active lifestyle products for outdoor and outdoor-related activities. The company was founded in 1903 and is headquartered in Atlanta, GA.

## Price Chart

## Key Info & Metrics



<b>Empirical Research Rank:</b>	<b>9</b>
Date Purchased:	06/21/2019
Price:	\$15.41
52-Week Range:	\$12.58 - \$26.05
Dividend Yield:	5.97%
Market Cap (\$M):	\$6,374
Forward Price-to-Earnings:	11
<b>Total Return</b>	
Year-to-Date:	17.8%
1 Year:	-26.2%
3 Year:	-11.3%
5 Year:	-33.6%

## Investment Case - Updated: November 6, 2022

Newell Brands has seen its shares begin to recover after a tumultuous period between 2017 and 2019. The company's 2016 acquisition of Jarden (also a consumer products conglomerate) dealt Newell a major setback due to a difficult integration and resulting asset sales to prune unprofitable brands and reduce the debt burden. Since then, activist investors have put in place a new management team that has implemented a multi-year turnaround effort. Expense rationalization and restructuring to simplify the organization have created cost savings. Customer-first product innovation and a focus on e-commerce have also stemmed sales declines. The global pandemic boosted Newell's sales of household products (cookware, appliances, storage), but also highlighted areas of weakness including school supplies that are in secular decline as PCs replace writing tools in many districts. Still, Newell maintains a positive outlook as its broad product portfolio supports consistent sales growth in a recovering macro environment and ongoing cost cuts improve profitability.

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