

## STANLEY HOME PRODUCTS CELEBRATES ITS 75TH ANNIVERSARY, PLACE IN DIRECT SELLING HISTORY



Stanley Home Products, a division of CPAC Inc., will celebrate its 75th Anniversary in August, marking three-quarters of a century of success for the company that introduced the "party plan" method of direct selling.

"By introducing the method of selling we now call the party plan, Stanley Home Products has impacted literally millions of people worldwide," said Neil Offen, President and CEO of the Direct Selling Association. "Companies using the party plan in the United States today account for more than \$8.4 billion of the industry's nearly \$30 billion in annual sales—and more companies than ever before are choosing this business model. We

applaud Stanley Home Products for its longevity, its integrity, and for creating a business model that has not only withstood the test of time, but enriched the lives of so many."

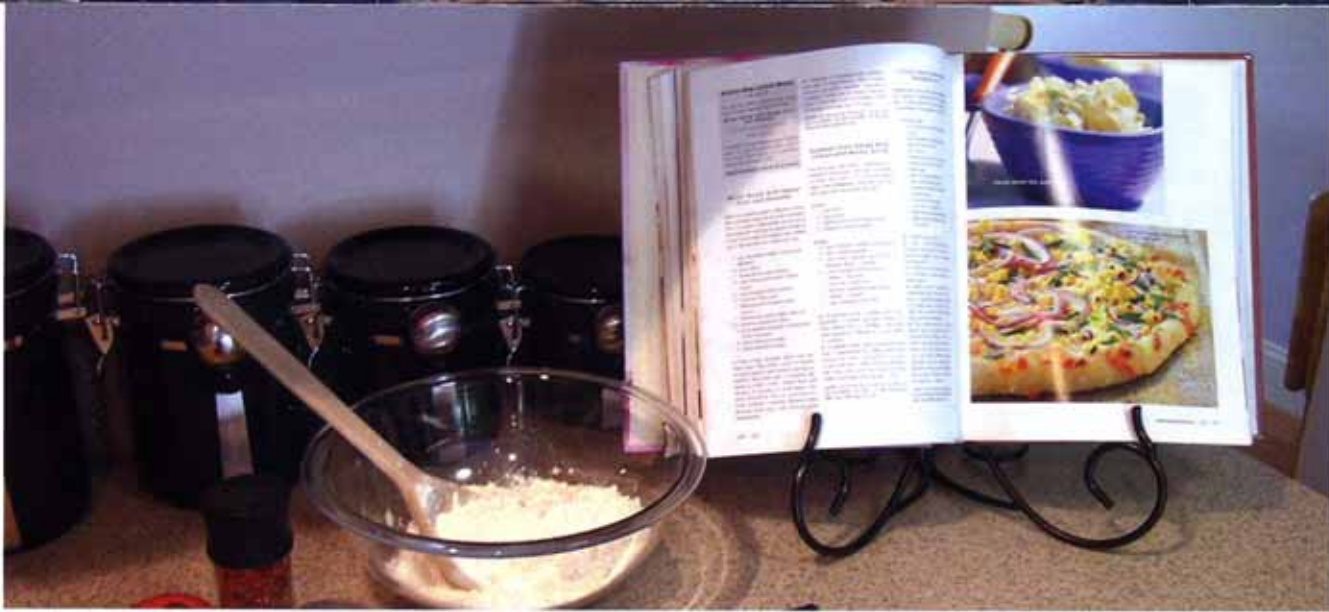
In 1931, Frank Stanley Beveridge and Catherine L. O'Brien founded the company in Westfield, Massachusetts. Frank, a vice president in charge of sales for The Fuller Brush Company, teamed up with Catherine, an associate, to launch a new direct selling company. Influenced by the economic hardships of the Great Depression on millions of Americans, Frank and Catherine envisioned an opportunity for people to start their own business with a minimal investment, selling products that people use every day. In 1931, this vision became Stanley Home Products—a door-to-door selling company offering high-quality household cleaners, brushes and mops.

Within a few short years, Stanley Home Products became a household name. In the late 1930s the company turned a new corner with the introduction of an innovative selling method, the "party plan." This concept was developed by Norman W. Squires, whom Mr. Beveridge hired to acquire the "Hostess Home Party" plan.

Stanley dealers quickly embraced this idea as a way to maximize the selling presentation. Dealers took the group method into homes—and the party plan was born. Homemakers would invite small groups of friends to their homes for a product demonstration. The party plan quickly became the primary selling method for Stanley Home Products, and still is the heart of the business today.

The Stanley business opportunity helped open the doors for many women, some of whom moved into management positions as a result of their sales and leadership capabilities. Catherine L. O'Brien herself went on to become President, and





later Chairperson, of Stanley Home Products. SHP's party plan program provided the training ground for many well-known company leaders. Mary Kay Ash, founder of Mary Kay Cosmetics; Brownie Wise of Tupperware; founders Jan and Frank Day of Jafra Cosmetics; and Mary Crowley, founder of Home Interiors, each received early training as Stanley Home Products dealers. Stanley representatives also sell by catalog, one-on-one, by telephone, over Myshp.com Internet Web sites, and through fundraising programs with non-profit organizations.

Stanley hosted its 75th Anniversary National Sales Convention in St. Louis, Mo., in July, where its sales force was recognized for individual achievement in sales and recruiting. Management unveiled Stanley's newest products, provided

training and motivation, and hosted lively parties and dinners in honor of high-achieving Stanley representatives from all across the nation.

According to Fernando Morthera, President of Stanley Home Products, "Through the years our traditions have grown to embrace the changing times and accelerated pace of today's lifestyle. With home as the setting where the best things in each of our lives are born, we make every effort to create surroundings that reflect our taste and values. It is in that spirit and sense of tradition that all of us, as members of the Stanley Home Products family, endeavor to deliver the sparkle, the shine, and the finishing touches that reflect the values each of us place in our home." 🌟