



Jungle Robot

OWI Jungle Robot Kit at \$14.95 All robots at discount prices.

Valentine Robotics, Inc.

Automation Training and Support Services

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Top 50 Companies

Robots are taking over the earth! No, it's not the tagline for some summer Hollywood blockbuster, it's just the latest tactic that household product marketers are using to boost profit margins. For years, Happi has been telling our readers how more companies are turning to cleaning devices to boost profits. It started more than a decade ago, when industrial and institutional cleaning product companies began offering equipment to help make the entire cleaning process faster, cheaper and nearly fool-proof. Now the trend has spilled over to household cleaning product companies in a big way...courtesy of MIT.

Back in the late 1980s, the Massachusetts Institute of Technology's Artificial Intelligence Lab was developing robots. Three researchers, Rod Brooks, Colin Angle and Helen Greiner, left academia to create a new class of consumer products to make life easier and fun for time-strapped consumers. Hmm, sounds exactly like the corporate mission for a lot of consumer product companies.

A couple of years ago, their company (iRobot) rolled out Roomba, a robot that vacuums floors, and since then, the company has sold more than 1.2 million. iRobot is back in the news with Scooba, an artificial intelligence-based robot that roams, scrubs the floor with cleaning liquid, rinses it, then sucks up the excess water and stores it for later. According to the folks at iRobot, Scooba will clean better than a mop, and redistributes dirty water. The company worked with Clorox to develop a special cleaner that allows the wheels to grip. The robot, expected to cost about \$300, will be available in time for Christmas.

Whether Scooba is a hit, its development signals a new chapter in household cleaning. Marketers such as Procter & Gamble and Clorox have recognized the important role it will play in expanding profit margins. To compete effectively in this brave new world, marketers must step up their efforts to think out of the box when it comes to delivering products that capture the attention of consumers.

You'll find a range of successful ideas-and a few clunkers, too-in this edition of The Top 50. Again, P&G is No. 1 on our list, while Colgate-Palmolive is a distant No. 2. Rounding out the top 10 are S.C. Johnson, Estée Lauder, Avon Products, Ecolab, Johnson & Johnson, Albert Heijn, Clorox and Johnson Diversey and Access Business Group, which tied for 10th.

We hope you enjoy this edition of The Top 50. As always, we welcome your comments, ranking, as well as anything else that appears in Happi. Be sure to read our August issue, which includes The International Top 30, our annual look at the largest manufacturers of household personal products with corporate headquarters outside the U.S.



Is artificial intelligence cleaning?

The Top 50

1. Procter & Gamble	Cincinnati, OH	\$38 billion
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2. Colgate-Palmolive	New York, NY	\$9.1 billion
3. S.C. Johnson	Racine, WI	\$6.5 billion
4. Estée Lauder	New York, NY	\$5.8 billion
5. Avon	New York, NY	\$5.3 billion
6. Ecolab	St. Paul, MN	\$4.2 billion
7. Johnson & Johnson	New Brunswick, NJ	\$3.6 billion
8. Alberto-Culver	Melrose Park, IL	\$3 billion
9. Clorox	Oakland, CA	\$2.9 billion
10. Johnson Diversey	Sturtevant, WI	\$2.8 billion
10. Access Business Group	Ada, MI	\$2.8 billion
12. Limited Brands	Columbus, OH	\$2.7 billion
13. Sara Lee	Chicago, IL	\$2.4 billion
14. Coty	New York, NY	\$1.9 billion
15. Mary Kay	Dallas, TX	\$1.8 billion
16. Revlon	New York, NY	\$1.3 billion
17. Church & Dwight	Princeton, NJ	\$1.2 billion
18. Blyth	Greenwich, CT	\$1.1 billion
18. Pfizer	New York, NY	\$1.1 billion
20. Gillette	Boston, MA	\$961 million
21. Elizabeth Arden	Miami Lakes, FL	\$832 million
22. Huish	Salt Lake City, UT	\$743 million
23. Yankee Candle	South Deerfield, MA	\$554 million
24. Nu Skin	Provo, UT	\$546 million
25. Acuity	Atlanta, GA	\$524 million
26. Orange Glo	Greenwood Village, CO	\$515 million
27. Schering-Plough	Kenilworth, NJ	\$507 million
28. John Paul Mitchell Systems	Beverly Hills, CA	\$456 million
29. NCH	Irving, TX	\$450 million
30. Jafra	Westlake Village, CA	\$350 million
30. Markwins	City of Industry, CA	\$350 million
32. Del	Uniondale, NY	\$320 million
33. Prestige Brands	Irvington, NY	\$303 million
34. Playtex	Westport, CT	\$284 million
35. Chattem	Chattanooga, TN	\$258 million
36. Combe	White Plains, NY	\$250 million
37. Liz Claiborne	New York, NY	\$248 million
38. WD-40	San Diego, CA	\$242 million
39. Inter Parfums	New York, NY	\$236 million
40. Conair	Stamford, CT	\$168 million
41. Herbalife	Los Angeles, CA	\$123 million
42. Bonne Bell	Lakewood, OH	\$111 million
43. OPI	N. Hollywood, CA	\$110 million
44. Turtle Wax	Chicago, IL	\$107 million
45. Blistex	Cleveland, OH	\$100 million
45. Merle Norman	Los Angeles, CA	\$100 million

45. Parlux	Ft. Lauderdale, FL	\$100 million
48. State	Cleveland, OH	\$97 million
49. BeautiControl	Carrollton, TX	\$96 million
50. Spartan	Maumee, OH	\$90 million

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