



## INFO

From our mosquito experts

### RAID® FACTS

For six decades, SC Johnson has provided consumers around the world with effective solutions to protect their homes and families from bugs. **Raid® House & Garden**, the first non-wax product offered by SC Johnson, was introduced in 1956 by Sam Johnson, the company's 4th generation leader. Since this product's launch, the **Raid®** brand has grown to be a world's leading pest control brand.

### Raid® Milestones

**1956** **Raid®** insecticides and SC Johnson's Pest Control business are created



**1957** **Raid® House & Garden** insect killer becomes the best-selling aerosol insecticide in the U.S.

**1962** **Raid®** branded bug characters are introduced

**1963** First water-based aerosol insecticide launches in the U.S.



**1966** Tagline "**Raid®** Kills Bugs Dead" launches a successful, long-running advertising campaign

**1976** **Raid®** changes from a solvent to a water-based insecticide in Spain

**1980s** Roach Traps introduced in the U.S.



**1990s** **Raid® Max Ant & Roach Killer** is launched in the U.S.

**2000** New formula added to **Raid® Ant & Roach Killer**

**2006** **Raid®** turns 50!

**2007** **Raid® Fast Kill Ant & Roach Lemon** and **Raid® Night & Day™** are launched in Europe





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**2010** **Raid® Automatic**, an automatic insecticide dispenser, is introduced



**2011** **Raid Max® Bug Barrier** is named “Product of the Year” in the insecticide category\*

**2014** **Raid® Defense System**, a system that combines products and tips to help consumers battle bugs in their homes, launches in the U.S.

**2015** **Raid®** bugs named among Advertising’s 10 Greatest Icons by the Museum of Broadcast Communication\*\*



**2016** **Raid® Bed Bug Detector & Trap** is launched in the U.S.



To learn more about **Raid®** products visit [www.raidkillsbugs.com](http://www.raidkillsbugs.com)

\* <http://productoftheyearusa.com/> based on a TNS, a global market information and insight group, administered the survey to more than 60,000 consumers.

\*\* <http://www.prnewswire.com/news-releases/sc-johnsons-raid-bugs-dead-on--honored-as-one-of-advertisings-10-greatest-icons-300080249.html>