**FOR IMMEDIATE RELEASE**

# Kenmore Floor Care Expands Nationwide Retail Presence with Launch in More Than 1,500 Walmart Stores

**Five Kenmore vacuum cleaning solutions are now available in select Walmart stores nationwide, building on an expanded assortment of 12 additional products introduced on Walmart.com earlier this year.**

**GREENVILLE, S.C., October 27, 2026** — Kenmore Floor Care is expanding its nationwide retail footprint with the introduction of five cleaning products at select Walmart stores across the United States, with distribution reaching more than 1,500 locations depending on the product. The rollout, completed in September, follows the addition of 12 Kenmore Floor Care products to Walmart.com earlier this year.

“Expanding Kenmore Floor Care’s presence at Walmart represents an important step in our long-term growth strategy,” said **Matthew Robbins, CEO, KCD Brands**. “Kenmore is a brand with tremendous heritage and consumer recognition, and our focus is on building upon that legacy through product innovation, strategic retail partnerships, and greater accessibility. Walmart’s national reach gives us an opportunity to introduce our expanding portfolio to millions of households across the country.”

"Expanding Kenmore Floor Care into Walmart stores is an exciting milestone for our business and an important step in bringing our products to more households across the country," said **Alain Duque, President of Cleva North America**. "Kenmore has a longstanding reputation for delivering dependable solutions that make everyday life easier. By expanding our presence both in-store and online, we're giving more consumers convenient access to innovative cleaning products backed by a brand they know and trust."

## A Comprehensive Assortment for Everyday Cleaning Needs

The five Kenmore Floor Care products now available in select Walmart stores include:

- **Kenmore FeatherLite™ Bagless Upright Vacuum** with Lift-Up® **(DU4080)**: Weighing less than 12 pounds, this lightweight upright features Lift-Up® technology for versatile above-floor cleaning, swivel steering, and a sealed HEPA filtration system.

- **Kenmore SpotLite™ Portable Carpet & Upholstery Cleaner (KW2001.01):** A compact spot cleaner combining powerful suction with specialized cleaning tools to quickly lift spills and pet messes from carpets, upholstery, and auto interiors.

- **Kenmore S200 Series Steam Mop (SM2060):** Delivers chemical-free cleaning powered by steam in just 15 seconds, equipped with dual steam settings, a built-in scrub brush, and reusable microfiber pads for sealed hard floors.

- **Kenmore Elite® Litening™ Cordless Upright Vacuum (CU7001):** Combines the deep-cleaning power of an upright with cordless convenience, featuring up to 40 minutes of runtime, Hair Eliminator® anti-tangle technology, Lift-Up® capability, and AllergenSeal™ HEPA filtration.

- **Kenmore RevitaLite™ Full-Sized Carpet Cleaner (KW4012):** Built to refresh carpets and area rugs using dual-powered brushrolls for embedded dirt, a lightweight-in-hand design, and a removable brushroll cover for easy maintenance.

Together, these products address a broad range of household cleaning needs, from routine floor maintenance to targeted spot cleaning and deeper carpet care.

## Building Momentum Across Retail Channels

The launch represents Cleva North America's continued investment in broadening Kenmore Floor Care's retail accessibility and omnichannel presence. By pairing widespread brick-and-mortar availability with an expanded online catalog, Kenmore continues to meet modern consumer demand with dependable, high-performance cleaning solutions at accessible price points.

Consumers can explore the complete Kenmore Floor Care collection online at **Walmart.com** or at participating Walmart stores nationwide. (Product selection and inventory vary by location.)

## About Cleva North America

Cleva North America, Inc., offers an award-winning portfolio of innovative wet/dry vacuums, outdoor power equipment, household floor care products and accessories for distribution to retailers worldwide. Brands include Vacmaster®, LawnMaster® and licensed brand Kenmore® Floorcare. Incorporating the latest processes and highest standards for engineering, design, and production, Cleva delivers high-quality products that deliver exceptional performance, dependability, and durability at a great value. For more information, visit **www.us.cleva.com.**

## About Kenmore® & KCD Brands

Kenmore is a core brand of KCD Brands, an affiliate of Transformco. For more than 100 years, Kenmore has built its reputation on reliable performance and trusted value, and is now expanding beyond traditional home appliances.

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