



The History of Charmin

1920s

1928 Charmin was manufactured by the Hoberg Paper Company in Green Bay, Wisconsin. The design was described as “charming” by an employee, and the Charmin brand name was born (pronounced “shar-min”). The Charmin name and logo were officially registered by Hoberg Paper. Charmin was designed to look like feminine fashions of the day.

Packaging was light blue and featured the silhouette of a woman’s head from a cameo pin, which became known as the “Charmin Lady.” The script lettering was taken from a woman’s hatbox.

1930s

1932 Charmin introduced its 4-roll package.

1940s

1940 Modern typestyle replaced script lettering on the product label.

1950s

1950 Hoberg changed its name to Charmin Paper Company and continued to produce bath tissue, paper napkins, and other paper products.

1953 A new baby graphic was added to the packaging to symbolize the gentle softness and quality of Charmin. The “Charmin Baby” was born and took its place along with the “Charmin Lady” on the packaging.

1956 The “Charmin Lady” was replaced with “Charmin Babies Your Skin” graphics on the product packaging.

1957 Procter & Gamble (P&G) acquired Charmin Paper Company. The original Charmin family included paper towels, paper napkins, facial tissue, and bath tissue. P&G eventually discontinued all products except bath tissue, which it continued to distribute on a regional basis.

1960s

1964 The Mr. Whipple (aka “George the Grocer”) character was created to promote the “squeezable softness” of Charmin. Mr. Whipple appeared for more than 20 years in Charmin television, radio, and print advertising.

Charmin became the first one-ply bath tissue to add perfume.

1970s

1970 Charmin television commercials featured former “Knots Landing” star Joan Van Ark, and Charlotte Rae from “The Facts of Life” sitcom.

1973 P&G patented a new manufacturing technique that produced softer Charmin. The new paper was softer, but the strength remained the same. Consumer tests in 1973 showed that the product was preferred more than 3-to-1 over the leading competitor.

1978 Mr. Whipple was named the third-best-known American—just behind former President Nixon and Billy Graham.

“Please don’t squeeze the Charmin!” was named by R.H. Bruskin Associates as the most recognizable advertising slogan among those tested—being identified by eight out of 10 people.

Charmin bath tissue distribution was expanded across the U.S.—it was available in all 50 states. The Charmin Plus 6-roll package was introduced.

1980s

1985 Actor Dick Wilson, who portrayed Mr. Whipple for more than 20 years and appeared in more than 500 commercials, hung up his grocer’s apron.

1986 To meet consumer demands, Charmin introduced unscented Charmin and Charmin Free products (free of inks, dyes, and perfumes).

1990s

1993 Charmin Ultra, an upgraded Charmin product, was introduced along with Charmin Plus with Lotion and Aloe.

1994 Charmin introduced the “Big Squeeze,” a 9-roll pack, and the Double Roll, which contained twice as many sheets as a regular roll to keep pace with consumers’ needs.

1997 Charmin Triple Roll was introduced. Charmin continued its soft and strong heritage and was able to fit on a standard bathroom roll holder.

1998 Charmin celebrated its 70th birthday.

1999 In June 1999, in what was its biggest upgrade in 10 years, P&G introduced new Charmin, making it the most absorbent regular bath tissue in the U.S., while maintaining its renowned softness.

After a 14-year hiatus, actor Dick Wilson returned to star as Mr. Whipple in new television commercials to introduce the Charmin upgrade.

Charmin Kid Fresh was introduced in the U.S., bringing the only moist, flushable wipe for kids to the Charmin family of products.

2000s

2000 A new animated advertising campaign was launched, called "Call of Nature," featuring a bear in the woods experiencing the comfortable feeling of Charmin.

P&G presented Dick Wilson (Mr. Whipple) with a lifetime achievement award at a reception with his family and friends.

The first public "Charminized" bathroom arrived at the Ohio State Fair. Families were treated to a clean, freshly painted and renovated restroom, stocked with Charmin Ultra.

2001 Charmin introduced the adorable Cubs as part of its animated commercial series.

Regular Charmin became even softer. The new, improved Charmin was so much softer, you could feel the difference.

Charmin introduced Charmin Fresh Mates Rolls, America's first moist bath tissue on a roll, regionally in the Southeast and Mid-Atlantic states.

The "Charminized" restroom, now known as Potty Palooza, made an appearance at 15 of the nation's largest state fairs.

2002 Charmin introduced Charmin Fresh Mates Cloths, soft, premoistened wipes in a convenient tub, sold nationally in the U.S.

2005 Charmin Mega Roll and the Charmin Extender were introduced. The Mega Roll let consumers change the roll less often because it combined four regular rolls into one. With the Charmin Extender, the Mega Roll fit easily into consumers' existing toilet-tissue holders.

Charmin also introduced Charmin Basic, the strong and soft toilet tissue at a sensible price.

Along with these new products, Charmin featured new sizing charts on all product packages, that making it easy for consumers to find the right size roll for their families.

