

Gadgets & Kitchen Tools



World Kitchen launched Pyrex kitchen tools.

Food Culture, Healthy Living Propelled Kitchenware Category

Year in Review

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NEW YORK— Foodie culture propelled the kitchenware category into the spotlight this year. Between the increased sophistication of tastes, a continued interest in healthy at-home meal prep, as well as a renewed confidence in their cooking skills, consumers actively turned to the kitchenware category for innovative tools and gadgets. Vendors responded, bringing forth not only a slew of new goods, but also strengthening their brands, putting efforts into place that transform them into more of a lifestyle destination.

Several kitchenware companies also welcomed new executive leadership this year, with many new CEOs and presidents taking the helm. This shift signified the importance for kitchen-

ware vendors to tighten operations, while also allowing for more creative growth, especially when it comes to product development and design.

Moving & Shaking

- On the heels of a global restructuring, Charles Viancin Group named Michael Karyo general manager. Karyo brings his extensive housewares industry experience to oversee the company as it streamlines all operations, including order and inventory processing, marketing, sales and accounting.

- Joseph Joseph appointed Marc Mangus president, Americas. Mangus replaced Don Turano, who left the business to pursue other opportunities. Mangus joins Joseph Joseph from Groupe SEB, where he held the position of vp/U.S. sales, specialty and department stores.

- Bill Reibl, founder of Infusion Living and a former president of Progressive International, was appointed president and CEO of the newly formed Fusionbrands LLC. The move enables Fusionbrands' co-founders, Kraigh Stewart and Anna Stewart, to drive product innovation and to provide capital to accelerate company growth.

- Kris Malkoski was named president, global business, and chief commercial officer of World Kitchen. Malkoski has been focused on growing the company's brands globally, which include Pyrex, CorningWare, Corelle, Snapware, Baker's Secret and Chicago Cutlery.

- Don Saller returned to Jokari as CEO. Saller co-founded Jokari and positioned the kitchenware brand over 30 years ago. A new investment into Jokari also enabled Saller to once again work closely with Inventionland on new kitchenware products and licensed lines.

- Dexas International Ltd. named Scott Henrikson president of the company. The move has allowed Dexas founder, Ellis Shamoon, to continue in his role as company CEO and also spend more time focused on housewares product design and innovation.

- After 30 years of being the face of Vacu Vin and the International Innovation Company (IIC), Bernd Schneider transferred ownership of the family business to his son, Patrick Schneider, president and CEO of the company. Patrick Schneider spearheaded Dutch Creative Brands, a consolidation of the Vacu Vin wine accessories and barware brand and the newly developed Tomorrow's Kitchen kitchenware brand.

Brand News

- As part of a strategic plan to expand its scope, Architec Housewares acquired Madeira Housewares, a manufacturer of Brazilian teak cutting boards, and the Starboard Collection, a manufacturer of on-the-go dining and serving products. The acquisitions also enabled the company to establish a national sales team and broaden its distribution.

- Lifetime Brands acquired the kitchen division of Focus Products Group, which includes the Amco Housewares, Chicago Metallic and Swing-A-Way kitchenware and bakeware brands.

- iDevices sold its app-enabled grilling and cooking thermometer brands, iGrill and Kitchen Thermometer, to grill manufacturer Weber-Stephen Products.

- Fueled by its domestic manufacturing capabilities and Made in America

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Barware Vendors Tapped Into Cocktail Culture

NEW YORK— Kitchenware vendors leveraged the popularity of craft cocktails, beer and wine this year and introduced a slew of specialty bar tools and accessories. Playing on the consumer appreciation for techniques and ingredients, vendors aimed to satisfy consumer cravings to replicate the experience at home.

Whether a simple bar tool set or a sophisticated wine opening system, vendors developed a range of introductions for the home bar. Consumer interest in barware accessories to either help make or enhance the craft beer experience at home were also prevalent this year.

Product Pipeline

- Eparé debuted a pocket wine aerator, which is said to oxidize wine seconds in order to enhance the flavor and finish of a glass of wine.

- Coravin launched the Model Two Elite Wine System, which is said to provide a tighter seal and faster pour than the company's earlier model, as well as the Model One Wine System, a lower priced version.

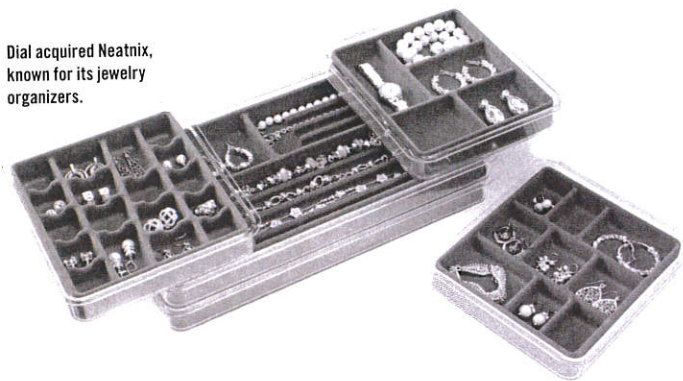
- True Brands launched the Blush line of barware designed specifically for the fashion-savvy woman. Inspired by fashion and what True Brands cited as the resurgence of the at-home drinking culture, the collection comprises class

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Eparé debuted a pocket wine aerator.

Dial acquired Neatnix, known for its jewelry organizers.



Storage 2016

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served at the helm since its founding in 1978, will continue as chairman.

- Dial Industries' acquired Neatnix, allowing the company to expand its specialty storage and organization mix. Neatnix has been known for its Jewelry Stax jewelry organizers, Extendables drawer organizers and Cosmetic Stax organizers.

- Ted Kleist was appointed vp/sales and marketing, Household Essentials.

The company noted that Kleist bring diverse experience to the role, having held positions at Venture Stores, Walmart, Kmart, and Ameriwood.

- Newell Brands announced plans to sell about 10% of its product portfolio including its consumer storage container business. The decision was the latest in a series of steps taken by Newell as it continues to integrate assets of Jarden, which it purchased.

- Polder Housewares has been acquired by Topspin Partners, a private equity fund. Polder's management team

remained with the company, led by CEO Calvin Scott. Scott stated, "Polder has experienced 10 years of uninterrupted growth, and we were looking for a strategic partner to help us continue to grow and take the company to the next level." In addition, Dwight Bergmann was appointed vp/sales.

Brand News

- Bradshaw International debuted food storage through a global licensing partnership with Groupe SEB's T-fal brand, featuring two new lines: Thermoseal and Ingenio.

- DKB added storage to its Zyliss brand. Zyliss Fresh is the brand's offering in glass and plastic food storage.

- F&M Tool and Plastics debuted five new categories for its Bella Storage Solution storage assortment including hardware, hunting, outdoor, garage and baby collections, each differentiated by new color palettes.

- Honey-Can-Do International debuted three new lines, all intended to appeal to higher end, design oriented retailers. The company showcased modular storage systems by Urbio and Perch, organization brands recently acquired, and bowed HCD Refined, a brand highlighted by acrylic storage.

- Household Essentials debuted brands resulting from new domestic distributor agreements. They included Trash Krusher, which offers a trash compacting trash can; Australian brand Everloc, a system of suction cup bathroom organizers; and Lifter Hamper.

- J&H International introduced its first storage products under its new brand, Kitchentrend, showcasing a vacuum lid food storage container system.

- Jokari debuted new high-end storage and organizational products resulting from a new licensing partnership with Paula Deen.

- German lifestyle brand Koziol expanded its global and North American

offerings into the storage and organization category.

- Madesmart unveiled a branding makeover. In addition, Madesmart debuted 19 new storage items.

- Stor'n Style, a decorative storage canister brand, is the first launch from newly created company, SKH Global. Stor'nStyle takes dry food storage canisters and dresses them up with different styles so they can be used in several places around the home.

Product Pipeline

- Lifetime Brands grew its wire storage and organization. The company is presenting wire baskets and tiered servers that can be used for kitchen countertop and multiple home uses under its Gourmet Basics brand. Home storage designs such as stackable shoe shelves, collapsible kitchen and laundry carts, and multi-function coat racks fall under its Artesa brand.

- Oxo debuted its Good Grips Snap food storage line in borosilicate glass and plastic. The Snap glass food storage containers are made of shatter resistant borosilicate glass, enabling them to withstand temperature changes, the company said.

- Sterilite focused its introductions on solutions for storing items that need to be safeguarded, as well as organizational tools to help assist with everyday household tasks. For example, a divided ultra caddy helps consumers organize a variety of supplies. A new locking TouchTop wastebasket features a locking lid. Sterilite's polyethylene ultra totes are manufactured to be rugged and impact resistant.

- YouCopia entered the hardware store retail channel. For the retail channel expansion, the company zeroed in on best sellers and storage items under \$20. For example, the company offered a StoreMore Bakeware Rack, SpiceLin and over-the-door hooks. **HWB**



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