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HOMEWORLD BUSINESS EXCLUSIVE

Jokari Teams With Inventionland To Fuel Kitchenware Growth

BY LAUREN DE BELLIS
 Senior Editor

CARROLLTON, TX— Jokari International is expanding its brand initiatives in 2016, fueled by product innovation from longtime creative collaborator, Inventionland. New kitchenware and licensed lineups will also be introduced this year.

Led by president Don Saller, who rejoined Jokari in 2015 after seven years spent in semi-retirement, new investment into Jokari has enabled it to once again work closely with Inventionland and its founder and CEO, George Davison, on new kitchenware products and licensed lines. As such, Inventionland, which develops, designs, engineers and packages products, is essentially an outsourced research and development partner for Jokari, in charge of product and packaging design. A third party entity has also invested in the kitchenware manufacturer, bringing new equity and ownership to the company.

In an exclusive interview, HOMEWORLD BUSINESS® spoke with Saller and Davison about Jokari's new brand strategies.

"Our reignited partnership with Inventionland opens the door to new innovation in order to grab the con-

sumer's attention with creativity and recognition— both mission critical in such a highly competitive market," said Saller.

In order to do so, Jokari has received what is essentially a head-to-toe brand makeover. The company tasked Inventionland to breathe new life into the design of its kitchenware lineup, as well as the company's logo and product packaging, all of which roll out later this year.

While the new logo will receive a slight update, the new packaging has been redesigned to ensure that the kitchenware's purpose and appeal is communicated visually to the consumer in an effective way, explained Saller. The company redesigned the product packaging with a clean layout and a heavy focus on visuals showing exactly what the kitchen tool does.

Saller said there will approximately 50 new kitchenware items that will be introduced this year. The company has also entered into licensing agreements with brands including Kellogg's, Pringles, Pepsi, Mountain Dew and Paula Deen. Some of the kitchen tools from the licensed lines include fresh soda lid gadgets, can straws, soda pumps, bottle ice cube trays, chip clips, breakfast-focused items, as well as home organizational products from the



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—Don Saller, Jokari

Paula Deen line.

The licensing agreements, said Saller, have given Jokari's lineup a fresh look and the opportunity to offer new kitchenware to buyers.

While Jokari had licensing agreements with Disney and Warner Bros. in the mid 1990s, the company is excited to return to that market segment.

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NEWS ANALYSIS

Can New Owner Reignite Keurig Momentum?

BY GREG SLETER
 Executive Editor

WATERBURY, VT— The acquisition of Keurig Green Mountain by JAB Holding is seen by many home products industry experts as the needed life preserver for a company that over a 12 month period from November 2014 saw its stock price lose nearly three-quarters of its per share value.

Announced in early December, the \$13.9 billion deal brings Keurig into the portfolio of JAB, a privately held firm that has controlling stakes in several coffee-related companies including Peet's Coffee & Tea; Caribou

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ADVERTISED HEATERS

Source: Market Track

Date: 9/1/15-11/30/15

	Brand	Description	Ad Price
1.	DURAFLAME	INFRARED WHOLE ROOM ELECTRIC SPACE HEATER	\$99.00
2.	CRAFTSMAN	1,500-WATT HEATER	\$29.99
(TIE)	HEAT WAVE	TABLETOP INFRARED QUARTZ HEATER	\$39.00
(TIE)	VORNADO	WHOLE ROOM VORTEX HEATER	\$59.99
5.	DURAFLAME	15-INCH INFRARED POWERHEATER	\$149.99
(TIE)	LIFESMART	LIFEZONE 16-INCH TWO-ELEMENT INFRARED HEATER/FAN	\$49.99
7.	DÉCOR FLAME	INFRARED ELECTRIC HEATER	\$44.00
(TIE)	DURAFLAME	22-INCH INFRARED TOWER HEATER	\$149.99
(TIE)	HAIER	1,500-WATT WOOD CABINET PORTABLE INFRARED HEATER	\$99.99
(TIE)	HOLMES	1,500-WATT INFRARED HEATER	\$69.99

*Rank is a weighted score based on the number of advertisements received by each product, the number of chains advertising that product, the number of stores in the chain and the placement of the item within the advertisement.
 •Retail channels surveyed include: Mass Retailers, Department Stores, Hardware/Home Centers and Drug Chains.

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