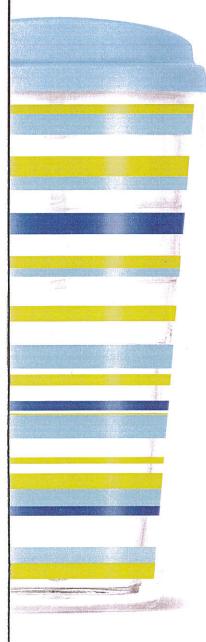


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HOMEWORLD BUSINESS EXCLUSIVE

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, HOME-WORLD 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 consumer'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 TOP 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: 9/1/1			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.

Market Track 1-800-235-3781, Chicago, IL

Gadgets & Kitchen Tools



Jokari Fuels Kitchenware Brand With Inventionland, Licensed Lineups

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"We went after the licensing space aggressively," added Saller.

Inventionland's Davison also noted that licensed kitchenware provides the consumer with brand recognition and an opportunity to interact with a favorite brand.

Davison agreed that the new licenses, products and packaging have the potential to boost sales, and is pleased with the investment and product relationship the two companies have fostered.

"The coordination of the organizations creates an energy at the brainstorming table. When you are in the right mindset, it creates a lot of fun and creativity," said Davison. "It is our goal to make products that excite the retail buyers, that will in turn, excite consumers."

Now with Inventionland back on board, it also gives Jokari the opportunity to develop new design concepts from start to finish.

Davison has 25 years of experience inventing, designing and consulting, and is committed to inspiring and supporting the creativity of his employees. "Creativity is a very competitive world out there right now, so if they are not in the feeling or mode of creativity

you'll be in hot water quickly," he said.

While product design is a complex formula, Davison noted that it is a constant study of how to find a solution, simplify it, make it affordable and then simplify the message surrounding the product for the consumer.

"Our mission is to make sure that when someone is coming by with a shopping cart and they see our innovation, they are going to see our story and get our story very quickly," said Davison.

In terms of marketing, Jokari plans to be selective when rolling out the new kitchenware, with a timed release each month, in order to keep buyers interested and informed of what's new and to open the door for feedback on what they'd like to see more of.

"We are very grateful to our retailer partners and rep partners," said Davison. "We want them to be hard on us, we don't want a cushy relationship. We want to work hard and earn their respect and the only way we will get there is if we create innovations that sell. We expect to be held accountable and we will be consistent with innovation and with meeting our partner expectations."

Jokari plans to debut the new kitchenware lines at the International Home + Housewares Show in Chicago in March. WE

Jobar Expands Handy Gourmet With PizzaFresh Tray

CARSON, CA— Jobar International is expanding its Handy Gourmet kitchenware brand with the new PizzaFresh microwaveable reheating tray.

According to the company, the triangular-shaped tray utilizes a patent pending design that physically elevates a leftover slice of pizza in order to allow moisture to flow to the bottom. This air-flow is said to help prevent the pizza dough from becoming soggy.

"Our new PizzaFresh makes day old pizza taste oven fresh," said Stephen Ritch, director of product development, sourcing and marketing, Jobar International. "Pizza is huge in the United States. According to research we have conducted, 93% percent of Americans eat at least one piece of pizza per month and 54% consider pizza the best leftovers," he added.

The consumer market research, Ritch explained, prompted Jobar to challenge its design and development team to come up with a solution to the common problem of pizza dough becoming soggy when reheated in the microwave.

In addition to elevating the pizza slice, the Pizza-Fresh tray also features openings around the sides to allow air to circulate for even heating. The tray holds up two average slices of pizza and has heat-resistant silicone handles. The PizzaFresh can be hand washed, is dishwasher safe and is said to fit most microwaves, a feature the company strived for as consumers often reheat their pizza both at home and in the office.

Jobar plans to start shipping the PizzaFresh by Handy Gourmet via specialty retail channels in February and March.

Following the rollout, Ritch said that Jobar has plans to further expand the kitchenware brand with a focus on designing and developing housewares that make the consumer's life easier.

"Jobar launched the Handy Gourmet brand about
15 years ago," he said. "Ever since, our
goal with the brand is to develop
housewares items that offer
value. If there is a problem that needs to be
solved, we try to
develop items that
are unique, different and appeal to a
large market." "ITTE

Handy Gourmet's PizzaFresh
microwave reheating tray elevates

two slices to reduce sogginess.