

A SPECIAL ANNIVERSARY SUPPLEMENT TO  
HOME STYLE MAGAZINE

JULY 2015

# HomeStyle **PROFILES**



**SHOWCASING**  
THE CANADIAN  
HOUSEWARES INDUSTRY



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# Profiles

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## As seen on TV for over 50 years!

Atlantic Promotions, a company that is Quebec-owned and founded, has become an institution in the Canadian housewares industry. In 2015, the company marks its 50th anniversary.

For half a century, through innovative and provocative ads, this company has introduced a wide variety of ingenious products to consumers. Some of the many hits include Chammy Vileda, T-Fal, Milan soap, Crazy Glue, Crazy Karpet, Nu Finish, Oskar broom, Vitagrow, Hertel, Pants Saver car mats, Bee Mop, Starfrit, Heritage, Lock & Lock and The Rock. It wouldn't be a stretch to say that every Canadian home has owned at least one of these handy gadgets through the years!

Behind all of these successful products there is one man – Jacques Gatien. Jacques is an entrepreneur, a man with vision who has always had an exceptional ability to recognize innovations that would appeal to consumers. A master showman and raconteur, he was hired to perform demonstrations for various distributors in the early 1960s. He visited fairs and trade shows across Quebec promoting the features and benefits of a variety of kitchen accessories.

In 1965, Jacques decided he wanted to work for himself so he created Atlantic Promotions Incorporated with two associates. Through his experience, he realized that to sell products, you had to demonstrate them to consumers.

His mission for the new company was clear from the start: simplify peoples' lives with everyday products that will transform their everyday lives.

Within a few years he was approached by a television representative offering him a chance to demonstrate his products live on TV in front of a much larger audience. It was the early days of the "As seen on TV" craze and the beginning of what would become a large scale distribution company. With good reason, consumers across Quebec acknowledge that Jacques Gatien is the founder of the "infomercials" that are so prevalent today.

Since its early days, this Quebec firm has shown great creativity in the development and marketing of mass market consumer products and introduces consumers to dozens of innovative new products each year.

During this 50th anniversary year, Atlantic Promotions will be highlighting some key milestones:

- More than 300 million units have been sold since its inception.
- Two billion dollars in total merchandise sales.
- More than 50 products that have reached the one million unit milestone
- In Canada today, an AP product is sold every three seconds.

If you were to put the total number of products sold in the last 50 years side by side, they would circle the earth twice.

To celebrate the anniversary, Atlantic Promotions is introducing a special 50th anniversary edition of The Rock fry pan, a star product for the company. This 9.5-inch fry pan has a golden exterior and offers superior non-stick performance thanks to its patented steel ball impact manufacturing process, a technology exclusive to The Rock. It is also induction ready and will be sold at retail for just \$29.99.

Atlantic Promotions is recognized for its openness to new ideas and innovative concepts as well as the effort it devotes to research and development. The



*Above: the Starfrit exhibit at the March housewares show in Chicago.*

*Left: a special anniversary edition of the high performance Rock frypan was produced to mark the occasion.*

*Opposite page, top: company founder Jacques Gatien is recognized as a master showman in the housewares industry.*

*Opposite Page Centre: General Manager Gilles Gosselin with Jacques Gatien.*





corporation relies heavily on designers and engineers to bring all of their projects to a positive conclusion.

Each year, Atlantic Promotions creates, develops and markets some 50 new products under its brand names. All products are geared toward the mass and specialized markets. They are available for export and are known for:

- Ingenuity;
- Innovation;
- Quality;
- Contemporary, ergonomic design;
- Ease of use and maintenance;
- Extensive life cycle.

For half a century, Atlantic Promo-



tions has successfully taken on this challenge to constantly renew and improve the consumer's life. At the heart of the company's mission is a desire to focus on innovation while utilizing the latest, most effective marketing trends

They continue to develop and distribute innovative kitchen products for the global markets using a strong marketing mix strategy and recognized trademarks. The products combine quality and design yet are always ground breaking and ahead of the market trends.

Atlantic Promotions serves as a one stop shop concept for everything for the kitchen, including full ranges of cooking utensils and accessories. But they also strive to develop new categories and create a surge in demand through print and televised advertising campaigns that clearly demonstrate the added values and the innovative characteristics of the company's products.

## TOP SELLING BRANDS

**Starfrit**

**Heritage**

**Lock & Lock**

**Gourmet by Starfrit**

**The Rock**

**Starfrit Balance**

**Ricardo (Licensed)**



1965 • 2015

LES PROMOTIONS ATLANTIQUES INC.  
ATLANTIC PROMOTIONS INC.

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- International Home + Housewares Show - Chicago

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## Exploring the potential of food

**B**reville began down under, in Sydney, Australia, in 1932. Originally known as the Breville Radio Company, the firm developed its first home appliance in the mid-1940s. In 2002, the brand made its way to the U.S. and Canadian markets and is now traded in over 30 countries around the world.

Over the past 80 years, Breville has become an iconic Australian brand, enhancing people's lives through thoughtful design and brilliant innovation. Breville is the kitchen appliance brand that engages people with 'food thinking,' delivering features that empower people to do things more easily than they'd thought possible.

Breville was initially sold in Canada under the Anglo-Canadian Housewares banner. In 2013, the name formally changed to Breville Canada and today sells appliances in the coffee and beverage, food preparation and cooking markets. It is currently the market leader in the manual espresso coffee machine category and in the juicing category.

The head office in St. Laurent, Quebec, houses the administrative headquarters as well as its warehouse facility. The company is involved in several different categories including coffee, kettles, blenders, juicers, ovens, microwave ovens, grills, toasters, mixers, waffle makers and slow cookers.



All Breville products are designed in Sydney, Australia, by a very talented team of over 50 designers and engineers. Breville has employees throughout Eastern, Central, and Western Canada, with many concentrated in the Montreal and Toronto area.

The company is a leader in the market with its multi-faceted approach to brand promotion. For its retail audience, Breville advertises in trade publications, participates in trade shows and employs a highly-skilled account management team committed to service. Breville provides comprehensive product knowledge training for all its retail partners and conducts in-store product demos.

Front and centre in television, print, digital and social platforms, Breville uses an integrated strategy for advertising, marketing and public relations. They consistently execute programs that bring value to their retail partners and stakeholders and also inspire enthusiasm among consumers.

Breville's high-profile product launch events are attended by their retail partners as well as Canadian home, food and lifestyle journalists in both traditional and new media. The prominent online presence is complemented by consistent brand exposure in some of Canada's top television and lifestyle shows/series. Further, Breville constantly connects with media, bloggers and food culture influencers, as well as its own consumers, to drive excitement, engage conversations, build credibility and promote brand loyalty.

Sleek design, innovative and patented features, product performance and quality are what give Breville a competitive edge in the industry. Interior designers covet Breville products, touting



*Above: a few images from the successful media launch of The Boss blender.*

*Left: the Breville team with spokesperson and 'juicing celebrity' Joe Cross, centre.*

*Opposite page: the Montreal showroom includes a demonstration kitchen for guests.*



them as 'kitchen jewelry'. Cooking and baking enthusiasts seek out Breville products to enhance their creativity in the kitchen. They appreciate innovative features such as the 'soften butter' button on the Quick Touch microwave, the 'Lift & Look' feature on the toasters or the waffle IQ technology. Many Breville products have been recognized with awards such as the Germany Red Dot award and SCAA (Specialty Coffee Association of America) 'Product of the Year' in 2013 for the Barista Express espresso machine.

Independent testing by a leading consumer advocate magazine has given top marks to the company's Sous Chef food processor, the Smart Oven and the Scraper Mixer Pro stand mixer three years in a row. Many independent test kitchens also feature Breville appliances, a testament to the thoughtful design of the products.

"As 'food thinkers' we're compelled to be a catalyst behind advancements, programs, and ideas that propel our industry forward and enhance the experience of our retail partners and consumers," says president Stephen Krauss.

Simply put, Breville brings more quality, style, performance and innovation to the table as they endeavour to be trailblazers in all they do. Stephen Krauss says both their retail partners and consumers "benefit from this unrelenting pursuit of excellence".

Thanks in large part to the efforts of the team here in Canada, the Breville brand has become entrenched in our food culture and woven into the daily lives of everyone from celebrity chefs to average Canadian families. People have

formed a compelling connection with the Breville name and as a result, the company has seen its market share and consumer loyalty climb steadily.

Because Canadian families have welcomed Breville into the heart of their homes, the company proudly contributes to causes that make a profound difference in their lives. Particularly meaningful for Breville employees is their participation in the 'Games for Hope' Foundation annual charity event in support of organizations that provide pivotal services in our community including: The Missing Children's Network, The Shriners Hospitals for Children, The Starlight Foundation of Quebec, FitSpirit, and in 2015, the Juvenile Diabetes Research Foundation.

Breville has also fundraised and fielded a number of teams in the annual 'Games for Hope' event, hosted in Montreal. There is a corporate culture that promotes giving back and improving lives through philanthropy and volunteerism. They support a wide variety of local charities and foundations.

As a market leader, Breville is constantly taking bold steps forward. The company's greatest contributions to the industry have yet to be seen in terms of product innovations. The objective is to continually build goodwill, inspire creativity and start conversations that positively influence food culture.



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## A Canadian company with global appeal

**B**rowne is a family-run business that got its start in Montreal 66 years ago. It was originally known as O.Browne & Co. and operated primarily as a general trading company in those early years. They carried kitchenware for commercial and consumer use, sporting goods, binoculars, camping equipment, tents, back packs, tires (as a sales agent for Continental Germany), hardware fasteners and textiles for domestic garment manufacturers across the country.

In 1984, along with many other Quebec-based companies, Browne moved its head office to Toronto. Peter Browne and Michael Browne (who are cousins and sons of the original owners) acquired control of the company from the family in 1988. Together, they focused on growing the export business. They renamed it Browne & Co. and implemented a policy to actively pursue markets outside of Canada.

In the early 1990s, Browne switched its focus to distributing high-end housewares, mainly from Europe. They also created and produced their own line of kitchenware, called Cuisipro, which has developed into one of the top brands in the world. At the same time, the company started producing a range of prod-

ucts under private label for several major retailers in the U.S.

In 2000 the Brownes made a strategic move by purchasing Berard, a 100-year-old French manufacturer of olive wood products. That was followed by the acquisition of Kitchen Grips, a line they had represented for several years. Then in 2004, they purchased the Harold Leonard Company.

Today Browne services a global market with an extensive range of professional foodservice and retail housewares products. After more than 60 years in these complimentary industries, the company is well positioned as a dependable resource and partner, not only in Canada but around the world.

From day one, Browne's mission has been to design, create and sell value-added products. They also act as a vital link in the supply chain from factory to customer for home and professional food service applications.

"We create long-term partnerships with our suppliers, employees and customers to ensure we exceed their expectations for service, quality, value and dependability," says Peter Browne, who oversees the retail side of the business.

Having received several patents and

many awards for product innovation and outstanding service, Browne is recognized as an essential supplier in the industry. Their in-house creative team designs the products and then manages all phases of sourcing and manufacturing for both the Cuisipro brand and OEM clients around the globe. Since superior materials are integral to developing functional and durable products, Browne has worked to build solid partnerships with the world's top suppliers of fine-engineered plastics and metals.

To better channel-market, Browne & Co. is divided into three distinct divisions: commercial/foodservice, retail, and branded lines. With 100 employees in total, they operate warehouses in Markham, Ontario and Memphis. They also have branch offices and distribution facilities across North America and Europe. Working with their partners in international markets, Browne products can now be found in 40 countries around the globe.

Retail communication is a key part of Browne's success and presently includes trade advertising, social media such as Facebook, Twitter or Pinterest, e-blasts, promotions and opportunity buys. To reach consumers, the company



*Above, Peter Browne, front, and Michael Browne. Right and opposite pages, brands carried include Cuisipro, Emile Henry, Berard, Kitchen Grips and Ad Hoc.*



## COMPANY OVERVIEW

relies primarily on social media.

After six decades in the business, Peter Browne attributes their longevity to a combination of quality product lines and excellent relationships with customers. "We've always maintained a high customer service standard, backed by well-informed and motivated sales people," he explains.

Browne & Co. prides itself on being a great partner to all accounts and not just another supplier. "We want to offer brands that add value and products that customers want," says Peter. "We're primarily known as a source for quality European brands but we also carry great merchandise from other countries. We offer multiple brands that cross different sectors of the housewares market, which allows our Canadian partners to buy many skus from a single source. The goal is to make it easier for our customers to buy."

In addition to meeting the needs of both commercial and retail customers, Browne also gives back to the community through regular staff sales with all proceeds going to local charities.



### BRANDS DISTRIBUTED BY BROWNE

**AdHoc (Canada & USA)**

**Arc International**

**Bamix**

**Berard**

**Browne**

**CDN**

**Cuisipro**

**Dreamfarm**

**Emile Henry**

**Global**

**Gobel**

**Kasumi**

**KitchenGrips**

**Mosa**

**Nogent (Canada & USA)**

**Swiss Diamond**

**Thermalloy**

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## A full roster of leading housewares brands



It all started in 1963 in a second floor apartment when Knud Peterson transformed four rooms and a kitchen into a showroom, office and warehouse. Knud had a vision, and although he started on a shoestring, he was determined to pursue it.

Today, 52 years later, Danesco has grown to become a leading housewares distributor with a 100,000-square-foot state-of-the-art facility and 99 employees. They also boast some of the best brands in the business including OXO, Joseph Joseph, Cole & Mason, Fusion Brands, Full Circle, Prepara, BIA Cordon Bleu and ZicZac.

Knud, who was originally from Denmark, created the name 'DanESCO' by contracting two words: Danes+ Company. When he first arrived in Montreal, he served as a commercial secretary for The Danish Consulate. It was during his years promoting Danish Exports to Canada that Knud identified an opportunity to represent and distribute Dan-

ish lines here. The rest, as they say, is history, but with a happy ending. Danesco is now recognized for its design-driven products and impressive brand roster as well as its expertise in the Canadian housewares marketplace.

The company approaches the business from two perspectives: the customers and the brands. "As a distributor, Danesco is defined by both sides, and it is the sum of these two components that defines who we are, how we operate and what we strive for," explains president Brigitte Roy.

For retail customers, Danesco strives to be the best 'one stop shop' in kitchenware by offering products that deliver great value for money in all categories. "Our goal is to constantly bring innovation to the marketplace to help our retail customers grow their business and stay competitive," Brigitte adds.

Across all brands, Danesco introduces an incredible 600 new products every year, ensuring a constant flow of

exciting new skus every season. The product development team is dedicated to understanding Canadian consumers, always staying on top of the latest trends. Their intense passion for the product creates a positive flow of energy across the entire organization.

Customer service is also at the heart of Danesco's success and the company works to continuously improve it. There is a network of nine sales reps, two national account managers, one national sales manager and a team of five customer service reps.

For their brands, Danesco has proven to be an excellent partner by offering market expertise in channel management, account management, trade marketing and sales representation.

Danesco is fully committed to staying true to the positioning and image of each individual brand. "Our in-depth knowledge and network in the Canadian market, combined with our broad assortment of brands, allow us to effectively manage all trade channels from high end specialty shops to mass merchants," says Brigitte. "Understanding and controlling the distribution of the brands by channel is an important component of our success."

Danesco customers benefit from a modern warehouse that is geared to effectively serve two channels: independents and the larger national retailers. The company is always working to improve the efficiency of its operations at every level.

Each brand is presented to retailers at the Toronto Gift Fair in January and Au-



Above, the entire staff, left, and the main showroom at Danesco's head office in Montreal, right.



## COMPANY OVERVIEW



gust where Danesco has an impressive 2,500-square-foot booth that always features a large array of brand new products.

As for retail marketing, “we believe that *Home Style Magazine* is an effective way of reaching our customers and promoting our brands across the country and we have supported the publication from day one. But our number one communication tool remains our amazing sales reps,” Roy explains. “They will always be *the* best ambassadors for our brands.”

The marketing team at Danesco also believes it is their responsibility to invest in consumer marketing in order create awareness and excitement behind the brands they represent. The company is increasingly active on social media and is consistently expanding brand awareness with public relations. “The media is always looking for content and we have lots of innovative products with good stories to tell. The coverage and spin-offs are great for the brands,” says Tamsyn Hodges, marketing director.

DanESCO has grown to occupy its current leadership position by offering a winning combination of scale, flexi-

bility and passionate housewares experts. With a strong emphasis on customer relations, the company prides itself on providing the highest quality of customer service with trained specialists attending to all retail needs.

DanESCO continues to invest and believe in the importance and the future of the independent retailers in Canada. The sales team also recognizes the many challenges these retailers face today and will continue to offer them the support they need to be successful. In fact, DanESCO has just completed the distribution of a new catalogue with 450 colourful pages representing over 15 brands. It was a major investment but one they know will reap many benefits.

In addition, in 2014, the company introduced a completely new, user-friendly website geared to retailers. It’s proven to be an excellent reference tool with lots of product details that are always up to date.

The most valuable asset, however, is still the company’s exceptional sales reps. They believe it’s their personal relationships that make businesses successful. “What is true for our retail customers is also true for us,” says Brigitte. “Independent retailers have a unique relationship with their own customers that makes a difference. Brand relationships with the end consumers are established by these retailers and their personalized approach to customer service.”

DanESCO makes a point to give back to organizations that support those in need in the local community, mainly in the West Island and Montreal. The company donates products on a regular basis to help many organizations in Quebec with their fund raising initiatives, making them an intrinsic member of their own community as well as the entire Canadian housewares industry.

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## Setting trends by design



**D**anica Imports turns 50 in 2015 and with a recently-announced transition to the next generation, the company has plenty to celebrate during this golden anniversary year.

Danica – the name literally means “from Denmark” – got its start as an importer of Scandinavian giftware and furniture. In 1984, the company was purchased by its current owners, Rodney Benson and Jeremy Braude, both natives of South Africa. Best friends since high school, Jeremy and Rodney worked together to transform the business into one of the top distributors of kitchen goods in Canada.

In 1990, the partners started manufacturing their own line of kitchen and table linens. After enjoying many years of growth in the category, they pur-

chased Now Designs, the leading brand in kitchen textiles, in 2004. Over the next five years, Danica expanded into even more product categories, including dinnerware, food storage and kitchen tools.

In 2009 the Danica Studio brand was launched to showcase the talents of the in-house design team. Today, Danica is known for its innovative kitchen designs with both Now Designs and Danica Studio brands sold all over the world.

Although the company continues to focus on kitchen textiles, they are always experimenting and forging ahead into new areas where they can showcase their ongoing passion for design and colour. Special attention is always given to categories that span across both housewares and giftware.

Danica’s textiles are manufactured primarily in India and China, where Jeremy and Rodney pride themselves on the strength and longevity of their relationships with all of their suppliers. Once in Canada, all products are distributed from a brand new warehouse in Richmond, B.C. where state of the art equipment ensures that all orders are shipped accurately and on time.

Based in Vancouver, Danica has a total of 45 employees, most of whom work out of the head office. Rodney emphasizes that, across Canada, they have some of the best sales reps in the business, many of whom have been with Danica for decades.

When it comes to marketing, Danica’s claim to fame is the gorgeous catalogue that’s produced twice a year. It features a level of graphic design seldom seen in the housewares industry.

In terms of digital marketing, the [danicaimports.com](http://danicaimports.com) website has proven to be a fantastic resource for both retailers and consumers. Danica is active on social media and just launched a wholesale-only e-commerce site for their Canadian customers.

Always an aggressive competitor in terms of new products, the owners of



## COMPANY OVERVIEW



*The entire staff of Danica gathers at the head office. Rodney and Jeremy will let their sons Gary Bensen and Jonathan Braude take over this year as they begin 'semi-retirement'.*

Danica believe the key to their growth comes down to two things: design and customer service. They employ nine full time product and graphic designers, a prolific team of talented individuals who design all Danica products, packaging, catalogs, websites and branding material. With a focus on colourful, modern design they bring new collections to the market every six months, each one more impressive than the last.

As well, the customer service depart-

ment is dedicated to treating every single customer with care and respect, from the smallest independent to the largest national chain.

But in the end, Rodney and Jeremy believe success comes down to relationships, because what else is there?

"We place enormous value on our relationship with our customers, our sales reps, our vendors and, above all, our employees," they say. "We're proud of our low employee turnover. We're proud of the fact that we've been working with the same vendors for over 20 years and that we've been distributing some of our brands for over a decade. We're exceptionally proud that we've maintained our relationships with some of the best housewares and giftware retailers in the country since the 1960s."

As a company owned by immigrants that relies on overseas vendors Danica is definitely part of a global community, and they reinforce that by donating a percentage of profits to Education without Borders. The objective of the foundation is to foster educational opportunities in disadvantaged regions of the world.

Here at home, Danica keeps a close eye on its ecological footprint. A certified "Climate Smart" company, they have launched a variety of recycling initiatives, use recycled boxes for shipping and encourage all staff to walk or ride their bike to work.

# danica

Now Designs  
Danica Studio  
Stitch & Shuttle  
London Pottery  
RSVP  
Chef'n  
Fat Daddio's  
Staybowlizer  
Zoku  
Brabantia  
Rice Cube  
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Handle Hands

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### Trade Show Participation

- Toronto Gift Fair
- International Home + Housewares Show
- Atlanta International Gift & Home Furnishings Market
- NY/NOW Accent on Design

### Head Office

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## A bright future with a focus on home fashion

Robert Dohany and Gerald Greenwood, the founders of David Shaw Silverware, are originally from Vienna and London (respectively). Inspired by the tradition and craftsmanship of fine quality European tableware they recognized a void in the industry and decided to create a premium assortment of this type of product for the Canadian market. In 1982, the two men joined forces to establish David Shaw as a wholesale importer and distributor of flatware.

Their foresight paid off and as the company grew, they gradually added prestige dinnerware and crystal brands to the product mix.

Early in the company's history, as the trend towards more casual dining start-

ed to really take hold, David Shaw made an astute business move. The company created, designed and developed a new collection of stainless steel flatware under the proprietary 'Splendide' brand. Today, Splendide has become a recognized brand name in the tabletop industry, offering consumers stylish, on-trend designs at every price point.

Keenly aware of the need to evolve to stay relevant, David Shaw continues to add new and exciting international brands to their portfolio on a regular basis. The primary focus has been on the dining, entertaining and gift categories.

In early 2014, David Shaw officially entered the housewares arena with the acquisition of Classic Chef brands. The



addition of their extensive range of gourmet tools and food prep products was a natural extension of the 'dining and entertaining' focus of the business.

The company now operates as David Shaw Designs, a name that more accurately represents the company's expanded portfolio of products and brands now being offered.

Located in north Toronto, David Shaw has a full time staff of 18 people. The sprawling 45,000-square-foot building houses the company's offices, warehouse and showroom.

Today the company specializes in five key areas with the following products: tabletop, entertaining, food preparation, giftware and premium/incentive.

In 2013, David Shaw launched their website – [www.davidshawdesigns.com](http://www.davidshawdesigns.com) – as a vehicle to promote their brands to a wider retail audience. While focused initially on gaining exposure with the retail customer, the website has been continually updated to provide more consumer information and product knowledge about their brands. It has proven to be a valuable resource.

Traditional print advertising and editorial content in *Home Style Magazine* has also proven to be a significant forum to connect with loyal readers of the magazine. *Home Style* provides an opportunity to showcase the company's evolving product assortment at David Shaw, and to connect with existing and potential retail customers.

With the increasing convergence of housewares and gift in the Canadian marketplace, David Shaw is now in the unique position of acting as a 'one stop shop' for their retail partners in both of these important categories.

Despite the rapid growth over the

*Shown top right, company founders Robert Dohany and Gerald Greenwood. Right, the DS herb infuser provides a burst of flavour. Below, beautiful slate and wood cheese boards are perfect for entertaining.*



years, David Shaw remains, at its core, a modest family-operated business. The company is small and nimble enough to accommodate special requests and projects, while large enough to source and secure top quality, internationally-recognized brands for Canada. Additionally, the premise of serving as a 'stocking distributor' is still very much part of the formula at David Shaw. All brands are well supported with on-hand inventory.

David Shaw has established a proven commitment to innovation and change. The company has a strong mandate to regularly refresh both products and brands, and a willingness to invest in new categories that will continue to bring opportunities to market.

The company's founders have built their business through loyalty and integrity, and continue to operate with these guiding principles. David Shaw Designs now welcomes a second generation to the company. They bring a more youthful perspective as well as a renewed commitment to both customers and employees to build for the future.

## David Shaw Brands

Atlantis  
 Bohemia  
 Classic Chef  
 Crush Grind  
 Gefu  
 Granite Ware  
 Heuck  
 Hutzler  
 JBK Pottery  
 Joyce Chen  
 The Just Slate Company  
 Linden Sweden  
 LSA International  
 Origins  
 Scanwood  
 Splendide  
 Snow River  
 Star Home  
 Terre Etoilee  
 Universal Expert  
 United Brands



*Above, top, the vodka set with ice bucket and shooter glasses. Above, centre, Splendide flatware in the Crescent pattern. Above, a basic white 'starter set'.*

## COMPANY OVERVIEW

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### Trade Show Participation

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 International Home + Housewares Show

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## A rich history of fine British craftsmanship

Denby has been making pottery since 1806 when a tiny seam of clay was found during construction of a road to link the industrial towns of Derbyshire. William Bourne, a local entrepreneur, examined the clay and recognized its exceptional qualities.

In 1809, production of salt-glazed pottery began at Denby with a number of small buildings set up on the site of the clay bed. The pottery became known as 'Joseph Bourne' and quickly gained an international reputation for quality bottles and jars.

Since glass was very expensive in the early 19th century, these stoneware bottles were essential for holding everything from preserves and pickles to ink, medicines and even ginger beer.

As the price of glass declined, and more popular methods of holding fluids appeared, stoneware bottles and jars went out of style. Instead, Denby decided to concentrate on kitchenware and

extended its pattern of artware.

By the 1920s Denby's functional pie dishes, jelly molds and 'hot water bottles' could be found in many homes along with decorative vases, bowls and tobacco jars. They were all stamped 'Danesby Ware', the generic name given by Denby Pottery to all its decorative and giftware patterns.

Denby had begun to transform into a producer of tableware when the Second World War brought the manufacturing restrictions and colored glaze stains to a halt. After the war, however, Denby quickly regained its stride by experimenting with striking colours. After producing a series of bestselling tableware patterns, Denby quickly became a leader in ceramic design.

In the 1970s Denby spearheaded a new concept in diningware called 'oven-to-tableware' with patterns such as Arabesque. It changed the way people cooked and served meals.

Over the last decade, Denby has made a substantial investment in the latest ceramic technology while still holding onto traditional craftsmanship. Today, Denby produces a broad range of tableware that is both stylish and durable, keeping pace with changing lifestyles around the world. Recent additions include the British heritage brands of Burleigh and Poole Pottery.

The company still sources the super strong Derbyshire clay from behind the factory, just as they did centuries ago. (Other porcelain and ancillary products are sourced overseas with the same attention to quality and durability.) All designs still originate from a creative team based in England. The products are sold in 49 countries through Denby subsidiaries, third party distributors, company stores and online.

Denby has 770 employees globally with the head office, factory and visitor centre in Derbyshire, England. The North American operations are head-



*The beautiful new Peveril pattern exemplifies what only Denby can do – bring together reactive glazes that create a truly unique effect*







The executive team at Denby includes, left to right, Dana Kelhart, general manager and marketing director, Todd Jarvis, director of sales, and Nicole Ramos, sales manager.

quartered in Bridgewater, New Jersey with a showroom in the 41 Madison building in New York. Denby also recently opened a new Canadian showroom and office conveniently located near the Toronto airport that's open to interested retailers by appointment.

Denby has been fortunate to have many influential retail marketing partners over many years. They work as a team to figure out new ways to tell the Denby story through advertising, in-store displays, events, trainings, bridal shows and more. The company also has a very clear and focused online presence.

The Denby factory and visitor centre have become a popular destination in England with over 250,000 visitors annually. They take a factory tour, shop at the retail and outlet stores, attend cooking demonstrations and then enjoy lunch or tea at the on-site restaurant, Bourne's.

This rich heritage is also one of Denby's competitive advantages. The stoneware has been handmade in Eng-

land by skilled craftsmen for over two centuries using the same source of clay. There really isn't anything else in the market like Denby. Each piece is truly one of a kind.

But Denby didn't stop there. They've taken their know-how from the dining room to the kitchen with an exciting new collection of cookware, glassware and accessories.

The Canadian market has always strongly identified with Denby's English roots. People still seek those traditions and embrace the stories behind quality craftsmanship. But Denby knows it also has an environmental responsibility today. The company is involved in several 'green' initiatives, particularly recycling.

"We are immensely proud of our heritage and reputation for quality products for generations," says Todd Jarvis, director of sales for North America. "Denby looks forward to a future as diverse and exciting as its past."

### Tableware that stands the test of time

- Four Denby mugs turned upside down can support the weight of a bus!
- From the smallest cup to the largest casserole dish, all Denby products can be used with confidence in the microwave, dishwasher, oven and freezer.
- The company offers over 5000 glazes, each one harder than steel. It's taken 180 years to develop glazes that are virtually flawless but it means the tableware washes more easily and is less likely to chip.
- Each Denby piece is unique, there is no other like it. It will pass through 25 pairs of hands before reaching the consumer, including a test to make it as comfortable as possible to hold.

## COMPANY OVERVIEW

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### Trade Show Participation

- Ambiente -Frankfurt Spring Fair
- Birmingham Trade Fair
- NY Tabletop (Spring and Fall)
- International Home + Housewares Show
- Atlanta Gift Show

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# Sharing a love of good coffee

For over half a century Faema Canada has been teaching Canadians what 'real' coffee tastes like. The company is now one of the most successful espresso and cappuccino machine distributors in Canada, and it's all thanks to one man who loved good coffee, and wanted to share that love with Canadians.

The Faema story began when Mike Di Donato came to Canada from Italy back in 1958. He was not impressed with the coffee that Canadians served.

"One bad cup of coffee inspired my father to kick-start Toronto's caffeine scene when he realized this country lacked what Europeans had enjoyed for years – fine espressos and cappuccinos," says his son Lorenzo Di Donato, vice president, marketing and new business development. "His passion for great coffee coupled with his vision to introduce espresso to a new world led my father to start his own business importing machines to Canada."

The early days were difficult. The only clients Mike had were his fellow immigrants who came to this country and opened small bakeries or restaurants. They wanted to offer espresso and cappuccino in their establishments and finally found someone to supply the machines.

As Mike's new business began to

flourish, his passion for Italian food motivated him to expand his range to include pizza ovens, gelato machines, pasta machines and other specialty equipment used in typical Italian cuisine. As the demand for espresso and cappuccino grew cup by cup, Faema Canada started to import residential models so people could enjoy quality coffee at home.

Today, Faema Canada is the industry leader of importing and distributing quality espresso and cappuccino equipment for commercial and residential use. Their success is based heavily on family involvement. Mike Di Donato's four sons, Pat, Rocco, Joe and Lorenzo, work together to fuel Faema's espresso empire. Each son coordinates a different aspect of the company but together, they form a cohesive unit.

The company operates two separate divisions – commercial and retail – and currently employs over 150 staff. The company sells products through six corporate owned stores plus an all-important network of over 220 dealers and retailers across the country.

The company has also opened its own upscale Faema Caffe Boutiques in the Toronto area where customers can experience the finest espresso and Ital-

ian desserts while browsing the beautiful home models displayed.

Faema's current headquarters are in downtown Toronto, on a property acquired by the Di Donato family in 1994. It was originally constructed by Ford Motor Company of Canada in 1915 and used to assemble the famous Model T. The Di Donatos took on the arduous task of redeveloping the building and restoring it back to its glory days. Faema occupies one floor (about 30,000 square feet) while the remaining four floors are leased to tenants.

Early this year, to celebrate the building's 100th anniversary, the flagship showroom underwent a redesign incorporating many of the original architectural features as well as some vintage Ford models. It also allows the company to offer a curated display of their premium coffee machines.

In addition to the Faema brand itself, the company carries a variety of premium brands including Jura, Capresso, Rocket, Ascaso and La Nuova Era.

Over the past few years, Faema Canada has become a leading supplier with its Jura automatic bean-to-cup espresso machines. Jura, a Swiss brand, has been developing innovative household appliances since 1931, but they've been a pio-



*The Toronto headquarters of Faema Canada was recently redesigned with the addition of a stunning central glass staircase.*



neer in automatic espresso/coffee machines since the mid 1980s. In fact, Jura has grown to become Faema Canada's top brand and now boasts its own facility in Mississauga.

The Jura Service and Hospitality Centre opened in Mississauga, Ontario, in 2011. The state-of-the-art showroom, service centre and training facility is modelled after Jura's Swiss headquarters in Niederbuchsiten, Switzerland. It houses a showroom where customers can test drive all of the machines and get one-on-one help from a trained specialist. There is also a training centre where retail partners can come for intensive training and a state-of-the-art service and diagnostic area.

Understanding the technology behind the premier brands that Faema Canada represents goes a long way to explaining their popularity as coffee lovers consider two important things: quality and cost per serving.

"When you think about it from a cost-per-cup perspective, the investment in a bean-to-cup machine is the logical choice," remarks Lorenzo. "With a Jura machine, you are actually only paying pennies a cup compared to single cup/capsule brewers. Although the upfront cost of a bean-to-cup machine may be more expensive, the benefits in terms of cost per serving, environmental concerns and, most importantly, quality is far greater. You can create a perfect cup of coffee at the touch of a button. From the precision aroma grinder to the modern styling and sophisticated computerized technology, Jura machines are like the Ferrari of coffeemakers.

"From initial sourcing to sales, instruction and servicing, Faema Canada and the industrious family behind the company has found a way to do it all. They even offer trade ins since their coffee-loving customers are always looking to invest in new technologies and upgrade their machines.



Top: The Jura exhibit booth at the 2015 Toronto Interior Design Show. Shown above: The entire Di Donato family gathers for a photo before attending an awards ceremony in May.

## COMPANY OVERVIEW

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Vice President Sales

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- Alberta: National Cappuccino with locations in Edmonton and Calgary
- B.C.: Quality Coffee Service (QCS)

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## Products designed to make home life easier

It all started with a wedding almost two centuries ago.

Antoine Lescure, a simple tinker from the Auvergne region, travelled the roads of France every summer by donkey cart. He would repair ladles, knives, pans and – when the opportunity arose – sell a few kitchen items. On February 4th, 1840, after succumbing to the charms of a demoiselle from Burgundy, Antoine decided to trade in his itinerant lifestyle for a permanent home and bought a hardware store in Selongey. He began to make his own tinware items: buckets, watering cans, tubs and, later, kitchen implements.

In 1865, Jean Lescure took over his father's firm. A bold entrepreneur and apprentice, he decided to concentrate on the manufacturing side instead of the hardware trade, turning the "Jean Lescure Factory" into one of the largest tinware factories in the land.

In 1900, he began to automate production with the purchase of a Schuler press. At the dawn of the 20th century, about 60 workers worked at the factory making saucepans, colanders, cake moulds and coffee pots as well as implements for the dairy and wine-cellar.

The Jean Lescure factory made a significant contribution to household

progress at the time with innovative new appliances. That led to the emergence of a new consumer mentality – buying new and better objects rather than wasting effort repairing old ones.

In 1932, a young entrepreneur from Paris named Jean Mantelet, who was newly involved in the household appliances industry, had a brilliant idea. Irritated by the lumps in his wife's mashed potatoes, he invented a rotating appliance that could effortlessly crush all cooked vegetables. The Moulin-Légumes (or vegetable shredder) was born that year, and with it, the beginning of Moulinex.

Meanwhile, Jean and Frédéric Lescure, Antoine's great-grandsons – later joined by brother Henri – re-launched their ailing family firm. They decided to put most of their efforts into improving just one product: the milk-strainer. Thanks to a diestamping press, they were able to make it in a single piece, fitting it with interchangeable sieves. More practical and robust than its competitors, its overnight success enabled production facilities to be modernized.

Price became the battleground. Craftsmen had to become industrialists to achieve the necessary economies of scale. But mass production using Tay-



Above: All-Clad cookware is the preferred choice of top chefs like Thomas Keller. Opposite page: the popular T-fal Actifry.

lorist processes enabled Jean Mantelet to halve the sale price of his Moulin and break into the national market.

Frédéric and Henri Lescure found the strategy that would give them the edge: attract people's interest through a stronger, easier to use, safer and simpler product than the competition, then mass-produce it to lower the cost price; sell the new item at a highly attractive price and pour the profits back into developing the company.

In May 1936, production by the 250 workers at the factory hit a new record. In 1944, the company promoted its expertise in pressing by adopting the name "Société d'Emboutissage de Bourgogne" (Burgundy Press Company) or SEB. The final chapter of the story had begun.

Today, after over 150 years of growth driven by product innovation, international expansion, brand portfolio development and a stable core of family shareholders, Groupe SEB has become the worldwide leader in small domestic appliances. Due to its long history, it has always maintained a preference for the culinary sector, which accounts for two thirds of its business, but the company



The focus is on coffee and espresso with the high end Krups line.



Rowenta products include floor care, garment care and personal care appliances.



also has a strong presence in home care, linen and personal care appliances.

With 22 premium brands, operations in over 120 countries and a leading position in more than 25 countries, Groupe SEB can provide an optimum response to multiple consumer expectations around the world. Its global reach puts



the company in an ideal position to observe the behaviour, culture and expectations of consumers to predict trends and instigate progress.

In Canada, Groupe SEB markets four main brands. The T-Fal brand is positioned at the core of the market, with the emphasis on the quality, innovation and ingenuity of its products.

Rowenta is a brand reflected by technological advancements and beautiful design. It has clearly defined its profile as a linen care, floor care and home comfort specialist.

Krups is designed for passion, precision and perfection for everyday life, offering coffee lovers hi-tech, sophisticated products.

The All-Clad brand, the undisputed specialist in premium cookware, is loved by professional chefs across North America due to the high quality materials, outstanding conductivity, sought-after status, selective marketing and dis-

tribution channels, and life-time guarantee.

The Canadian team of approximately 60 people has taken on new leadership and a renewed vision for the future with president Fabrice Dupont, who joined in August of 2014 after eight successful years with Groupe SEB in France, Singapore, and Italy.

“I am extremely excited for the chance to work in such a rich and diverse environment that is full of opportunities to be developed with our customers. I have a great team around me here in Canada.”

The overall goal of the company is to be customer and consumer centric, with innovation as the main driver. Finding new ideas means listening to people, to the needs and desires of consumers and to the expertise of professionals from other industries. They know that staying connected with consumers is essential to building a successful business. They communicate with them through TV, websites, social media and other means.

The Groupe SEB adventure story continues to this day, rooted in diversity. The company remains committed to broadening the notion of better living, including social and environmental issues, to build a better future for consumers around the world.

## COMPANY OVERVIEW

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### Trade Show Participation

- Toronto Gift Fair - January/August
- International Home + Housewares Show - Chicago

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ROWENTA  
**T-fal**  
KRUPS

  
**All-Clad**  
METALCRAFTERS LLC  
CANONSBURG, PA USA

## Making breakfast better



The Hamilton Beach exhibit at the Chicago housewares show showcased the company's new appliance that helps consumers prepare a complete breakfast sandwich.

In 1904, both L.H. Hamilton and Chester Beach were working for U.S. Standard Electrical Works in Racine, Wisconsin. The company manufactured electrical devices and were developing a new line of Motor-operated products for household use. At the time, electric motors were only used in commercial applications and Chester Beach quickly saw the potential for small kitchen appliances.

He started experimenting and soon developed an innovative, lightweight universal motor that could be used in home appliances. Beach joined forces with his co-worker and in 1910, the Hamilton Beach Manufacturing Company was officially launched.

The first product produced was the drink mixer and it has become an iconic part of the company's heritage. The line quickly expanded to include food mixers, juice extractors, fans, floor polishers, meat grinders and even jewelers' motors.

Meanwhile, in 1920, a Philadelphia firm called Proctor & Schwartz emerged to replace the Philadelphia Textile Machinery company. The owners had seen the shift towards home appliances and started producing thermostatically controlled irons and toasters.

At the start of the 1960s, Proctor & Schwartz Electric became interested in the Silex Company, a manufacturer of coffeemakers and irons. Proctor and Silex

successfully merged and began offering a wide array of appliances with many 'firsts' such as a silent toaster, an iron with attached cord, an electric glass coffeemaker and a pop-up toaster.

In 1990, NACCO Industries had the foresight to bring together two powerhouse vendors – Hamilton Beach and Proctor-Silex – to create the largest U.S. manufacturer of small kitchen appliances. After an international expansion in 1995, the company has become known to consumers around the world. Hamilton Beach Brands is based in Richmond, Virginia, but now operates full service branch offices in Canada, Mexico and China.

Today, their product portfolio includes blenders, slow cookers, coffeemakers, food processors, rice cookers, irons, mixers, toasters, ice cream makers, electric knives, can openers, breadmakers, grills, countertop ovens and odour eliminators, sold under the Hamilton Beach, Proctor-Silex, Electrics or TrueAir brands. The company also offer appliances licensed under the Jamba Juice brand.

Staying connected with consumers is vital to the company. Hamilton Beach connects with consumers daily through a customer service call centre and websites, as well as on Facebook, Twitter, Instagram and YouTube. The *Everyday Good Thinking* blog offers new recipe ideas from our Test Kitchen as well as product tips, guest bloggers and giveaways. The Hamilton Beach websites offer e-commerce for products, FAQ, downloadable Use & Care guides, hundreds of recipes and detailed information about all of our products.

Consumer insight helps distinguish Hamilton Beach. An internal innovation team is devoted to researching how consumers use products in their homes. This information is used to create products that solve problems or address unmet consumer needs such as BrewStation dispensing coffeemakers with no carafe or breakfast sandwich makers.



## AN INTERVIEW WITH ERIC BEAM, VICE PRESIDENT, CANADA

### What attracted you to Hamilton Beach?

I came on board in 2010. They were looking for someone to lead the sales department following some corporate changes and I was intrigued by the amount of product turnover in this category as well as the amount of innovation required to grow and stay on top. Hamilton Beach has a continual pipeline of new products, which can be quite compelling for a sales person. I took over as vice president for Canada in January of 2014, and am responsible for sales, marketing, business development, and finance.

### What changes did you make to the organization after taking the helm?

First and foremost our mandate was to accelerate growth and strategically align more closely with our retail partners. We have a lot of talented, long term employees who fully understand their roles and add value to the organization. I wanted to create a more open environment with everyone focused in the same direction working together as a team. We have worked hard to increase overall communication within the company which has increased cumulative employee engagement. We also made some organizational changes adding resources where necessary to support our growth priorities.

### What do you believe is your competitive edge?

Hamilton Beach as a brand has outpaced the market in more than 10 core categories. We're a 'top three' brand across 16 categories and our share position has continued to improve year over year. We continue to bring innovation to many categories, and even invent new ones, as we have done with the Breakfast Sandwich Maker. We also work hard to help our retail partners grow their categories by providing more resources for them in the form of information, category growth solutions and merchandising POP.

### What are some of the challenges you face today?

The industry has changed dramatically as manufacturing and production has shifted to China. Traditional barriers to entry have been removed, giving many smaller, niche brands access to the market. Although competition is always a good thing, our industry has become very fragmented with brands that come and go over short periods. In addition, the robust growth rate of e-commerce poses new and interesting challenges as the market adjusts. We want to be seen as a true partner to our retail and e-commerce customers, and have invested in both human capital and in information resources, which we share freely with our customers to help them make fact-based decisions.

### What does Hamilton Beach have planned for the year ahead?

Innovation continues to be the main driver in the small kitchen appliance category whether it be in something completely new or in what we call "delighters" which add functionality or versatility to an existing appliance. The kitchen has become the heart of the home, and much of our focus revolves around developing appliances that not only look good on the counter, but also make life easier for Mom in some fashion. With this in mind, Hamilton Beach will continue to innovate around the traditional "breakfast" by developing appliances that are easy to use, and create nutritional, quick meal options for the family. We hit a home run with our Breakfast Sandwich Maker in 2014, and we have something new – and very exciting – that will launch in the fall of 2015.



## COMPANY OVERVIEW

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### Trade show participation

- International Home + Housewares Show
- Major retail customer shows

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# Knowing precisely what retailers need

Some people fall into retail late in their career. Others are born to be in the business. Jogi Sudnik is definitely one of the latter. She was just three months old when her mother, Jolanta, an interior designer, opened her store in Toronto's Bloor West Village. Called Jolanta Interiors, it was located just down the road from her parents' bakery and this year marks its 40th anniversary.

Jogi basically grew up in the store, where her mother sold a range of housewares and giftware, as well as some exclusively-sourced jewelry. A hard worker with a creative flair for merchandising, Jolanta built a loyal clientele while raising her daughter. Throughout her youth, Jogi spent many hours working in the store after school. She loved it as much as her mother, and inherited her work ethic very early on.

By the age of 20, Jogi started working in the store full-time, in addition to a couple of other part-time jobs. (Working seven days a week was the norm in this family.) But after a decade, she was ready for a change, especially when she became a new mom to her son Michal, who is now nearly 12. After contemplating her options during maternity leave, Jogi jumped at the opportunity to travel to Nova Scotia, where she stayed with her aunt on a beautiful farm and trained as a dental assistant in her office. She stayed for three months, hoping this would open the door to new opportunities.

After returning to Toronto, Jogi took night school courses to become

a certified dental assistant. She quickly landed a job with a local dentist. She had been there for two years when her partner received a job opportunity in Niagara Falls. With Michal so young, and Jogi so spontaneous, they decided to move and stayed for three years.

During this time, Jolanta was getting busier so in addition to working a full week at the dental office, Jogi travelled to Toronto every weekend to work at the store and at consumer shows and events. Early that year, Jolanta had discovered an amazing new product at a trade show in Europe and was eager to take it on as a distributor in Canada. Called Universal Stone, the biodegradable cleaner works on everything from the kitchen stove to boats and was winning over customers around the world.

The consumer shows were a fantastic way to introduce the product to the Canadian market, so Jolanta started booking more events and Jogi started



demonstrating Universal Stone on a weekly basis across the province. She also started helping out with promotion, designing brochures for the Canadian market and producing POP material for retailers, as well as selling to other store owners and retail buyers. Jogi was just as passionate about this innovative product as her mother, and in 2009, she and her son moved back to Toronto to focus on the business full-time – which meant working 60 to 80 hours a week. But as sales climbed, it all seemed worth the effort. Jolanta had no intention of giving up the retail store. She was confident she could do both.

In order to get the product placed, Jolanta called on many of the retail friends she'd made over the years. The mother/daughter duo also did a lot of 'cold calling' and in-store demos. As orders rolled in, they hired sales reps across the country. The product was warehoused in a small space nearby.

"I love selling a product that I believe in. It's easy," says Jogi.

Everything was going beautifully until 2010





when Jolanta was diagnosed with cancer. It was devastating for the entire family and the last five years have been very traumatic. But Jolanta's a fighter and her daughter has stepped up with dignity and courage to make sure the business continued to run smoothly while she underwent treatment. They decided to officially separate the wholesale and retail businesses and establish a new company called Jogi's Import and Design. It put them in a good position to source new products, including the World's Best Pot Scrubber and a range of European textiles, which they've since added to the assortment.

While Jolanta continues to fight the disease, Jogi gave birth to her second son in December. It hasn't slowed her down one bit. Though she does take time to nurse, she is still racing from store to office and promoting Universal Stone at consumer shows on the weekend, often with hubby and baby in tow!

The product has really gained ground with retailers in the past five years and Jogi is confident their presence at consumer shows is one of the reasons. At first, some retailers were concerned that they were competing with each other but as it turns out, the opposite is true.

"The more knowledge people have about the product, the better," says Jogi. "It helps our retailer's business because once a person uses Universal Stone, they love it and want more. Our job at these shows is to tell consumers where to buy it and which local shops carry it. We also promote all of our retail partners' stores on our website."

As a successful retailer herself, Jogi understands how retailers think and she says that is a huge advantage. She can look at a store and see how their products will fit into their inventory, whether it's a mass merchant or a small gourmet shop.

For now, Jogi's Import and Design is focused mostly on small independent retailers although they do sell to Home Hardware dealers. She feels that she has genuine empathy for store owners and is in a good position to help them sell more.

"We are very competitive," she ex-



*Universal Stone is a 100% biodegradable miracle cleaner that is toxin and acid-free. Shown left, Jolanta and Jogi Sudnik at their Toronto store, Jolanta Interiors.*

plains. "I understand how to work with space limitations and am willing to help our retail customers create displays for windows or interior merchandising."

The company has made a substantial investment in support materials for Universal Stone, including posters, sell sheets and countertop displays. There is also a full service website that is currently being redesigned but should be up and running by summer 2015. "It's a terrific way to promote the retailers who carry our products," says Jogi.

Once people use Universal Stone and see how well it works, they tend to tell their friends. The opportunities for repeat sales are tremendous and Jogi is always watching for the next big trend. By working at consumer shows and talking to the public, she is able to determine first hand what retail customers are looking for. She then takes that direct feedback and applies it to the next marketing project for her customers.

Despite the challenges they've faced in recent years, Jogi's Import has far exceeded its goals. Jolanta is now stable and knowing how well her company is doing has certainly helped lift her spirits.

Jolanta was a successful entrepreneur and visionary when she started Jolanta Interiors. But it's the incredible strength and dedication of her daughter that has built the sister company, Jogi's Import and Design, into the thriving business that it is today.

nettoie · polit · protège  
**UNIVERSAL  
 STONE**  
 cleans · polishes · protects

## COMPANY OVERVIEW

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## The brand that caused a kitchen revolution

Since the introduction of its legendary Stand mixer in 1919 – and the very first dishwasher in 1949 – KitchenAid brand has built on the legacy of these icons to create a complete line of products designed for modern cooks. Today, KitchenAid offers virtually everything essential for the well-equipped kitchen including everything from countertop appliances to cookware, ranges to refrigerators and wine cellars.

In 1919 the iconic Stand Mixer was born. That illustrious beginning led to an entire kitchen of high-performance appliances – all created with the same attention to detail, craftsmanship, versatile technology and timeless design. The company continues to push the limits with each new product they create.

To celebrate its 95th anniversary, KitchenAid partnered with two iconic global brands that are leaders in the coffee and home carbonation categories. First, KitchenAid and Nespresso teamed up to introduce a new espresso maker that coffee lovers will welcome, both for its performance and aesthetics. The new *Nespresso by KitchenAid* machine is designed to brew premium, portioned Nespresso Grand Cru coffee capsules. The new machine combines KitchenAid's superior performance and timeless design with Nespresso's expertise in sourcing the highest quality coffees around the globe.

KitchenAid has also entered the fast growing home carbonation category with the introduction of the sparkling beverage maker, developed in collaboration with SodaStream International, the world's leading manufacturer of home carbonation systems.

Echoing the curved, streamlined silhouette of the brand's iconic stand mixer, the sparkling beverage maker has all-metal construction. It offers four carbonation settings, a one-liter BPA free plastic bottle, and 60-liter CO2 tank.

Over the past couple of years KitchenAid has expanded its focus beyond food prep to build a solid cooking and beverage portfolio. The brand stands true to its slogan "nobody knows the kitchen like KitchenAid" by providing the broadest portfolio of countertop appliances including blenders, mixers, food processors, choppers, hand blenders, countertop ovens, slow cookers, toasters, wafflemakers, multi cookers, juicers and kettles as well as the beverage and coffee makers.

In 2014, parent company Whirlpool Corporation announced that it was investing \$40 million to nearly double the size of its Greenville, Ohio, small appliance manufacturing operations. The expansion is expected to generate approximately 400 new jobs by 2018, bringing the facility to a total workforce of about 1,400 employees.



The strong demand for KitchenAid small appliances – especially the legendary stand mixer – has led to an increase in production capacity. Overall, small appliance production has doubled over the past five years at the Greenville facility. In fact, the company has seen significant growth across the world and is confident this growth will continue. The decision to expand the Greenville facility is one more way Whirlpool can demonstrate its commitment to American manufacturing.

Greenville remains the manufacturing hub of the small appliance business. The facility, which has been in operation since 1942, produces stand mixers, hand mixers and blenders. It currently employs about 1,000 men and women who produce an average of 16,000 units per day. Downtown Greenville is also home to the KitchenAid Experience store, a retail destination open to the public.

Since 2002, *KitchenAid Cook for the Cure* has raised over \$3.7 million for the Canadian Breast Cancer Foundation. Fundraising was achieved through sales of the KitchenAid Pink Collection, shown left, *Cook for the Cure* home parties, The Culinary Showdown and other activities. *KitchenAid Cook for the Cure* gives people with a passion for cooking a way to support a meaningful cause.

At the March 2013 housewares show in Chicago, KitchenAid reinforced its position as the brand with the most complete collection of premium appliances and kitchenware when it introduced its first line of non-licensed cookware, bakeware and kettles in its nearly



100-year history. (KitchenAid housewares were previously sold through a licensing arrangement.)

"These newest KitchenAid products have the same quality and integrity as the premium branded small appliances that helped build our brand reputation," says Gisela Mussen, Senior Business Manager for kitchenware.

The cookware collection encompasses nine distinct lines, all of which are induction-capable and crafted with different combinations of materials and finishes. Each piece is designed to not only accommodate, but optimize, different cooking styles and technologies.

Materials used include induction-capable aluminum with a high temperature polyester silicone coating; forged hard anodized aluminum; stainless steel, stainless steel clad; induction-capable copper clad; colour-accented stainless steel; 5-ply copper core and 7-ply stainless steel cookware.

The cookware features patented materials that heat 30% faster on induction cooktops, and even faster on new KitchenAid induction models. A patented stainless steel finish helps the cookware retain a new appearance for years.

KitchenAid has also introduced a durable Cast Iron cookware collection. New professional cast iron cookware offers a premium grade of durability and design. It was developed after extensive consumer research and addresses key concerns among cookware users, in-

cluding the validity of "dishwasher safe" claims, overall quality of construction, and suitability for use on electric, gas and induction cooktops.

"Every piece in the collection, including those with colour finishes and accents, is designed to retain a 'like new' appearance, even after repeated dishwasher cleanings," says Michael Huie, Global Business Unit Director for kitchenware. "Each pan can be used on any electric, gas or induction cooktop."

In addition to cookware, KitchenAid has unveiled a high performance, commercial-grade range of bakeware, with both a sheet metal and ceramic collection. Sheet metal bakeware is made with a thick base metal and coated with aluminum for superior durability.

The ceramic bakeware uses an advanced manufacturing process that ensures high-quality ceramics with a five-year no chip warranty.

To round out the housewares assortment, KitchenAid has also released new stovetop tea kettles in a variety of colours to fit every personality. All have a porcelain enamel exterior with a limited life time warranty.

Not ready to rest on these releases, however, the company is coming out with a new cutlery line for fall 2015. The collection features a German steel 8-piece and an 11-piece knife block set. With an enduring design, the knife block set comes in the signature stand mixer colours for a coordinated kitchen.



# KitchenAid®

## COMPANY OVERVIEW

### Brands

JennAir, KitchenAid, Maytag, Whirlpool, Amana, Gladiator & Affresh

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### Trade Show Participation

International Home + Housewares Show

## Staying razor sharp

As with most great inventions, the Microplane grater was discovered by accident. It was first developed as a woodworking tool when the owners of a family firm – Grace Manufacturing – had to adapt their business to reflect changes in the market. The company was started by Louis Grace and his son, Richard, in 1966 as a manufacturer of computer printer components. The components were used mainly in impact printers and unfortunately, with the arrival of bubble jet and laser printers, they became obsolete by the 1990s.

Watching demand for their products slipping away, Richard Grace had to figure out how to keep the factory up and running. He knew that many of the components they used in their acid etching process were razor sharp. Workers were always cutting their fingers and ending up at one of the many band-aid stations in the factory. One employee jokingly suggested that perhaps Grace should consider manufacturing something sharp. This gave Richard Grace the idea for a woodworking tool.

After a bit of experimentation, he developed a wood file (or rasp) and called it a “microplane” because the teeth resembled tiny wood planes.

The next step was to exhibit the product at a trade show, where Richard was

told his tools looked like cheese graters. He took offense, insisting they were serious wood working tools.

It was a Canadian company that helped Grace change direction and realize the potential for Microplane in the home. In 1994, Lee Valley Tools, an Ottawa-based upscale hardware retailer, started carrying the Microplane and the owner was very impressed with the line. He even used the rasp in his own woodworking shop.

One day Mrs. Lee was baking a special cake that called for orange zest. Not satisfied with her regular zester, she decided to get the Microplane from her husband’s shop and give it a try. It worked beautifully, and she convinced her husband to merchandise it in the next Lee Valley Tools catalogue as the perfect carving tool for the kitchen and the workshop.

“I can remember the first time we received an order for 10,000 pieces,” recalls Chris Grace, the current president of Grace Manufacturing and the third generation to run the company. “I called him back because I thought he had made an error on the purchase order and added too many zeroes because it was ten times their normal order. They assured me it was correct, and then told me they were selling thousands of them



Executive chef Joseph Heppel of Chicago's Oak & Char restaurant is a Microplane fan.

as food graters.”

Chris says that even though they were designed as wood working tools, whatever the customer wanted was fine with him. The truth is, founders Louis and Richard Grace were wood workers who had no idea what ‘zest’ was. “We were not gourmet chefs,” he explains.

That all changed in 1998 when *The New York Times* ran an article in the food section about this incredible wood working tool that had found its way into the kitchen. Famous chefs such as Julia Child and Martha Stewart were buying Microplanes by the dozen at “The Broadway Panhandler” in Manhattan and giving tools to all their friends.

Word spread quickly, the *Associated Press* picked up the story and it hit newspapers across North America. People starting going into their local kitchen stores and asking for Microplane by name. Many of the shop owners had never heard of it and the phones at Grace Manufacturing started ringing off the hook.

As orders poured in, sales went from \$10,000 to over \$300,000 a month in a very short time. People never thought that a simple rasp would amount to much, but Richard Grace always believed in those razor sharp teeth. Before long, so did everyone else. Chris Grace can still remember gathering at his sister’s house one day in 2003 to watch their very first eight-minute spot on shopping channel QVC. They were promoting it as a kitchen tool that was



'sharp enough to cut' wood and everyone was amazed at the number of units they sold in one day on QVC.

Today, Microplane Kitchen is a wholly-owned division of Grace Manufacturing, based in Russellville, Arkansas. All of the etched blades are still produced in the USA and the company has facilities in Russellville as well as distribution centres in McAllen, Texas and Hamburg, Germany. Additionally, the Grace family owns a manufacturing facility in Queretaro, Mexico where final assembly and packaging is performed. Worldwide, Grace Manufacturing employs more than 300 people.

Microplane is now sold in 76 countries throughout the world in virtually every channel from big box stores to independent specialty retailers, grocery stores, home shopping networks and e-tailers. The growth has been impressive, yet the marketing team believes that's because the product really has no equal in the marketplace.

Marketing manager Tracy Panase says that because of the 'wow' factor with Microplane tools, it is a very easy brand to promote. "In the beginning, the tools sold themselves," she explains. "Professionals starting using the original Microplane about the same time that the Food Network and the whole notion of celebrity chefs was starting to take off. It was really the perfect storm!"

From those initial experiences, the marketing team learned to leverage the power of the media and really built the brand using a comprehensive public relations strategy. Microplane has always been able to make its way into the hands of people who write about food or cover it on television. This kind of invaluable exposure remains their primary source of consumer

advertising – and it works.

It also helps that product quality is consistent and the blades are made in the U.S.A at Microplane's headquarters in Russellville, Arkansas. The razor sharpness of the Microplane blade has become legendary in the housewares industry as the company expands into new areas such as box and rotary graters or salad choppers.

"I think our competitive advantage is that we were a chemical etching company first, and a food grater manufacturer second," says Chris. The chemical etching is what makes our blades sharp. It's our core business."

Reaction to the Microplane line has been just as positive in Canada and the company enjoys healthy sales right across our country. "As a North American manufacturer, we have the benefit of free trade and short lead times so we are able to respond quickly to customers' needs," says Micah Jensen, Microplane's export manager. "We are not affected by issues from working with overseas manufactures such as port closures."

Despite Microplane's international acclaim, Grace Manufacturing remains a small, family-owned firm. Any customer can easily pick up the phone any time and call the factory directly to ask a question or resolve an issue. Next year, they will celebrate their 50th year in manufacturing, a rare feat nowadays. But as Chris Grace says, "I still enjoy walking in the front door every day and hearing the machines running and seeing our employees producing quality products."

It's that passion – through three generations – that has made all the difference in the past, and certainly bodes well for Microplane's future.

**"My grandfather always wanted to make things that were difficult to produce. He was always that guy who could figure out things others couldn't. This led to our core business of manufacturing. First and foremost, we always want to be manufacturers."**

– Chris Grace, CEO, Grace Manufacturing



## COMPANY OVERVIEW

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### Trade show participation

- Toronto Gift Fair
- International Home + Housewares (Chicago, IL)
- Ambiente (Frankfurt, Germany)
- Homi (Milan, Italy)
- Maison et Objet (Paris)
- Regional gift shows incl. Dallas and Atlanta

### Contact Information

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## Committed to exceeding expectations

On Route Distribution began in the summer of 2011 when Kelly Duffy and her husband Chris Meyrick had an idea to start an import/distribution company to bring new products to market. Originally, it was going to complement her consulting and brokerage business, The Globetrotter Group, but it quickly turned into a driver of innovation in the single serve coffee space.

As cliché as it sounds, the name “On Route” was determined over drinks with friends and scribbled on a napkin. “Had we known then what the business would become, we may have spent more time on the name and company branding” Kelly says. “Yet the inspiration behind the name was simple. We’re in the business of moving products and we are based in Ontario so ‘On Route’ was a nice play on words.”

Today, four years later, the couple are in their third location, which is 10 times the size of the original office/warehouse. On Route is doing business with retail customers in every province and territory in Canada and in virtually every segment; grocery, pharmacy, de-



partment stores, housewares, home improvement, office supply and online.

Product categories now include: coffee, tea, hot beverages, water, flavouring syrups, smoothies, crackers, biscotti and snacks as well as brewing equipment, grinders and storage accessories. For coffee, in particular, they operate in the Keurig-compatible, Nespresso-compatible and whole bean categories.

In the tea segment, they offer loose leaf, premium tea bags, Keurig and Ne-

spresso compatible products.

On Route’s core business has been built by providing full service sales and distribution. They buy, place, deliver and support their suppliers’ products on Canadian shelves. They also provide services for suppliers who want to access areas where On Route has demonstrated strengths such as:

- Brokerage/sales representation (commission-based);
- Third party logistics – warehousing and fulfillment;
- Web fulfillment – pick, pack and ship for manufacturer’s web orders and shipping to consumers (via FedEx, UPS, Purolator or Canada Post);
- Display/shipper packing.

On Route currently has six employees (including Chris and Kelly) plus additional sales support from associates in Quebec and Newfoundland. They bring in seasonal warehouse staff in the fall/winter as required. Kelly is keen to grow the sales force with passionate, personable and self-motivated individuals with experience in any of the retail segments they operate in.



*The company is located in Burlington, Ontario. The spacious new head office and warehouse facility is 10 times the size of the original location. Shown above, the enterprising owners Chris Meyrick and Kelly Duffy.*



## COMPANY OVERVIEW

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### Trade Show Participation

Grocery Innovations Canada

Grocery & Specialty West

CHFA East

Toronto Gift Fair

International Home + Housewares Show

Fancy Food Show

### Brands Represented

Grove Square

Caza Trail

The Jetsetter Coffee Co.

Guy Fieri • Cake Boss

Stash Tea

Barnie's Coffee Kitchen

Hurricane Coffee

Authentic Donut Shop

Prospect Tea

Brooklyn Beans Roastery

Torani

Skinny Girl

Junior Mints

Tootsie Roll

Blender Boyz

Mind Reader

Lipper International

Solofill

Balzac's Coffee Roasters

Reunion Island Coffee

Monin

Touché Bakery

Rutherford & Meyer

1907 New Zealand

Caffesso

Caffe Impresso

Café René

Simply Protein

Tea Pigs

Tetley

Modern Oats

The company promotes its brands to retailers through personal interaction, usually face to face meetings, followed by email and telephone communication to manage all the listings.

"We enjoy meeting with retailers at industry events but prefer to see them in their own environment," insists Kelly. "It gives them the freedom to conduct any business they couldn't finish at the show and to have a captive audience. We also partner with suppliers to fund various advertising and promotional activities with our retail customers."

Kelly says the lean and nimble nature of their company allows them to manoeuvre quickly and execute decisions in response to the ever-changing nature of the retail marketplace

The couple demonstrates a passion for excellence and a commitment to customer service in everything they do. They focus on meeting and exceeding expectations by delivering orders in full, on time and in superb condition. The lessons they've learned and insights gained from operating in multiple retail segments allow them to apply best practices, anticipate needs and create innovative opportunities

"I believe we are a valued supplier in the housewares industry because we are

a true, neutral distributor," Kelly explains. "We don't compete with our customers by operating a B2C website or a retail store. Our success is completely dependent on our retail customers' success. We are "valuable" because we add value with a unique blend of compelling products, brands and market insight."

As a full-service sales agency, On Route is the only link in the chain between the manufacturer and the retailer. As such, they play a critical role that helps any manufacturer who is not physically located in Canada but sees them as a business development partner. Retail customers already appreciate the breadth of On Route's portfolio and the timeliness and accuracy in which they operate.

Although they are a young company On Route endeavours to give back to the community. They run the Terracycle Coffee Pod Brigade in the office, support Coffee Kids and donate regularly to Fresh Direct, the local food bank. As well, Kelly sits on the Board of Directors of Ontario Agri-Food Education and the Agricultural Adaptation Council. "I'm a foodie at heart," she says, "and I love being involved with innovative new projects that support local farmers and food companies."

## Improving lives through innovation

Royal Philips is a diversified corporation focused on improving people's lives through meaningful innovation in the areas of healthcare, consumer lifestyle and lighting.

Headquartered in the Netherlands, Philips enjoys annual sales of over 21 billion (EURO) and employs 105,000 people in more than 100 countries. In addition to small appliances, the company is a recognized leader in health care and lighting applications, as well as personal grooming and oral care.

Now headquartered in Markham, Ontario, Philips has a long history in Canada. The company started in 1934 as a small office in Montreal supplying X-Ray equipment to major Quebec hospitals. Philips officially became a corporation in Canada in 1941. Today, almost 75 years later, Canada is the eighth largest single market for Philips in the world.

Philips has always strived to make the world healthier and more sustainable through innovation. The company has a set goal to improve the lives of three billion people a year by 2025 and wants to be seen as the best place to work for people who share a passion.

So far Philips is making great progress. Each day, more than one million of the company's lifestyle products are purchased. Philips now owns more than 64,000 patent rights and is ranked one of the world's top 50 most valuable brands, one of the top 50 most innova-



*Philips chairman Iain Burns Smile, above. The Canadian headquarters in Markham, Ontario, below.*

tive companies, and one of the Best Global Green Brands.

The Canadian head office of Philips is home to over 300 employees from Healthcare, Lighting and Consumer Lifestyle, and other corporate functions. Philips Lifeline's Canadian Head Office is located in Toronto, Ontario, with a second office in Montreal. Philips also has lighting manufacturing facilities in Boisbriand, Quebec and Langley, British Columbia. In total, Philips has 1,400 employees across Canada.

Philips Consumer Lifestyle division,

which includes all housewares products, aims to make it easier for people to achieve a healthier and more sustainable lifestyle. The sector has approximately 750 employees across seven American locations, and 65 employees here in Canada. This sector boasts a rich history of pioneering new technologies and some of the world's most recognizable brands, including Sonicare and AVENT, the baby bottle brand most recommended by moms worldwide.

Product categories now include Men's Grooming, Beauty, Light Therapy, Oral Healthcare, Mother and Child Care, Coffee and Kitchen Appliances.

Philips focuses on serving its customers by leveraging the diversity of its business sectors, North American market knowledge and presence, functional best practices and a network of talented Canadian employees. By fostering a culture of ownership, teamwork, professional development and entrepreneurship, Philips consistently delivers innovative, customer-centric solutions.

Over the years, Philip has partnered with retailers to develop customized marketing plans that focus on brand awareness generation and consumer education on how to use the company's products. They have invested heavily in digital media, their store demonstrations, POP materials and public relations.

The corporation delivers innovation







*The company showcased the latest in lifestyle appliances designed for healthy living at the March Chicago housewares show.*



that matters. Innovations that people truly want and need, that make a meaningful difference to their lives.

“Our mission is to bring meaningful innovation to kitchens, enabling families to have healthier and happy meal moments together, even on their busiest days,” explains marketing manager Fernanda Inserra Mendes. “We want to produce the best electric kitchen tools to help families across the world prepare and enjoy fresh, healthy, homemade food every day. All our products are designed to deliver the best results and to give consumers what they want.”

On one hand, she says Canadians are trending towards healthier, home-made food so there is a strong need for appliances that deliver health and versatility. On the other hand, with increasingly busy lives, moms often lack the time, inspiration and skills to prepare those homemade meals for their families. That’s why Philips is committed to bring innovation to existing and new categories in order to make the consumer’s life easier.

“Our recent launches consistently receive positive market feedback in Canada and all of our online product reviews are above 4.0,” says Fernanda.

Philips also has a long sustainability history stretching all the way back to its original founding fathers.

“We design products to be on trend and are validated by consumer needs,” adds Fernanda.

The company launched its first Eco-Vision program in 1998, focusing on operations and products, and has continuously expanded the scope to include sustainability in the supply chain and the social dimension of products and solutions. Today, Philips measures its progress in three key areas: Green Innovation, Green Operations/Supplier Sustainability, and Circular Economy.

Philips reached its target to have 50% of total sales in 2015 come from green products two years ahead of plan, and has since updated the goal to 55%. Fulfilling this goal requires a new way of doing business that moves away from the traditional linear economy (take-make-break) towards a holistic, circular economy. The company is able to achieve this by creating innovative products and business solutions that generate value through the regeneration of products, parts and materials that they collect, refurbish and reuse.

Visit [www.philips.ca](http://www.philips.ca).

## COMPANY OVERVIEW

### Brands Represented

- Philips Kitchen Appliances
- Saeco
- Philips Female Depilation
- Philips Healthcare
- Philips Light Therapy
- Philips Lighting
- Philips Skin Care
- Philips Male Grooming
- Philips SoniCare
- Philips Avent

### Customer service

Saeco Customer Service

1-800-3717597

Philips Consumer Lifestyle Sales and Support team: 1-866-7790279

### Trade show participation

- Int’l Home + Housewares Show
- Home Hardware Shows
- The Bay Bridal Registry Event

# PHILIPS

## Kitchen products that are on trend

Port-Style Enterprises got its start as a privately-owned corporation that specialized in importing and distributing housewares and giftware throughout Canada.

The company was founded in 1991 by the three principals: Cyril Shenker (CEO), Jack Milner (president) and Harvey Rachman (executive vice president of sales and marketing). Between these three principals, there is more than 100 years of experience selling to retailers in the Canadian giftware and houseware industry. Added to this team is industry veteran Kate Wise (vice president of merchandising). A well-respected figure in the housewares industry and former retail buyer, Kate has helped expand the company's offerings to include a variety of internationally-recognized brands.

In 2014 the company was purchased by Lynx Equity. Lynx Equity is a Canadian-based manager of private equity funds, blending a proven track record in identifying and building value in a

diversified portfolio. (For further information visit [www.lynxequity.com](http://www.lynxequity.com)).

Today, Port-Style caters to many distribution channels. The target markets include department stores, mass merchandise, supermarkets and independent gourmet/gift retailers. Each of the channels is differentiated within the product mix to ensure that the right product is available to the right retailer and that the integrity of all the brands is maintained.

The company is currently the exclusive Canadian distributor for Sistema, Charles Viancin, Kilner, freeform trays, Typhoon, Rosti Mepal, Mason Cash, E-Cloth, Horwood, The Amazing Flameless Candle and Aerolatte. In addition to these global brands, Port-Style has also created two in-house collections under the Maison Plus and Kitchen Basics brands, designed to appeal to the gourmet retailer. The company also develops its own brands and packaging for their customers on a di-

rect import basis. The majority of products are still imported from an international supplier, most of whom come from Mainland China. However, the company has also expanded its buying in Europe and other countries in response to the rapidly growing demand for non Chinese goods.

Core product groups sold by Port-Style include gourmet housewares, tea and coffee, storage, cleaning and giftware.

All products are inventoried in an off-site warehouse to ensure fast turn around and ease of ordering. The facility is set up as a bulk warehouse for the majors and as a pick-and-pack operation for the independent retailer. All requirements for the current retail environment are covered here, including full EDI/ASN capability and ECCnet. Port-Style is committed to finding solutions in order to meet the needs of its customers at every level. Turn-around time for shipping is an impressive three to five days at a high fill rate.



The cheerful customer service representatives at Port-Style are always happy to help customers. Shown in the front row are Rupal Shah, left, and Tracey Brandy. In the back row, left to right, are Lindsay Applebaum, Coretea Anthony, Susan Farrance and May Poon. Shown left, a stylish retro display for the company's Mason Cash line of kitchenware.

## COMPANY OVERVIEW

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Port-Style's lines include, top to bottom: Charles Viancin kitchenware; E-cloth eco-friendly cleaning products; Disney-themed children's dinnerware and the Kilner range of glass preserving jars.

**"Most people think 'selling' is the same as 'talking'. But the most effective salespeople know that listening is the most important part of their job."**

*– Roy Bartell, best selling author/consultant*

Customer service is the strong point of this operation, as the customer is always number one. Everything is done to ensure that Port-Style's excellent reputation in the market stays at the forefront.

The company exhibits at both Toronto Gift Fairs, held in January and August. In addition, the 3500-square-foot showroom facility is the perfect place to display the many different lines. Showroom shows are held twice a year, with personalized invitations sent to all customers. With more than 2,000 customers on the books, Port-Style's market penetration is very wide and well balanced across the country. The independent gourmet and housewares store is a very important part of the distribution channel in Canada.

Head office manages the major accounts, leaving the important job of independent retail sales to the nine sales reps across the country.

Port-Style aligns itself with innovative and fashion-forward distributors who look to expand into the Canadian marketplace. The company prides itself on being a well-respected, long-term partner in Canada who works in unison with retailers.

Port-Style's dedicated sales team knows the Canadian marketplace and they are committed to delivering superior customer service.



# An iconic brand celebrates 100 years

The Pyrex brand began with equal parts American invention and creativity. Initially created by Corning Glass scientists charged with developing lantern glass for railroads, the Pyrex brand found its way into the kitchen when Bessie Littleton, wife of a Corning scientist, asked her husband to bring home some heat-resistant glass to use in place of her broken casserole dish. He gave her the sawed-off bottoms of some battery jars and Mrs. Littleton used the glass jars to make a cake. When she saw the final product, she was amazed at how evenly it baked. She marveled at how she could actually see it baking in the oven and how easy it was to clean the pan afterward.

This innovation spurred the first

Corning casserole dish and after two years of research and testing, the Pyrex brand was officially launched in 1915.

The very first Pyrex set produced featured 12 pieces, including casserole dishes, custard cups, a bread/loaf pan, pie plates, egg dishes and individual bakers. In fact, several Pyrex products can still trace their lineage back to those original 12 designs.

Throughout its history, Pyrex has been available as tableware and cups for Hilton Hotels or as plate gifts for bank giveaways. It can even be found in intricately painted glass coffee carafes, among other collectibles.

Incredibly, 80 million of the nearly 120 million households in North America today boast at least one Pyrex prod-

uct, making Pyrex the cornerstone brand for parent company World Kitchen. (Other popular World Kitchen brands include Corelle, CorningWare, Chicago Cutlery, and Baker's Secret.)

The first Pyrex measuring cup debuted in 1925 and had two spouts for use when pouring left handed or right handed. With the addition of red marking in 1941, the Pyrex measuring cup evolved to closely resemble the cups that are found in millions of homes across the world today.

In 1948, a consumer could purchase a set of three measuring cups for \$1.50. The set included a 1-cup, 1-pint and 1-quart measuring cup. These three versions remained essentially unchanged through the decades and are still among the company's best sellers today.

Opal Pyrex kitchenware was introduced in 1947. These brightly coloured pieces included nesting bowls and casserole dishes with designs that were screen printed to the glass. Opal Pyrex glassware production stopped in the 1980s but the pieces remain highly collectable and are quite popular on social media today.

The most enduring and popular shapes today include the 3-quart oblong baking dish, the 9.5-inch pie plate and the 2-cup measuring cup.

Today, Pyrex products are produced at the company's 22-acre plant in Charleroi, Pennsylvania. Pyrex brand has been proudly made in the Charleroi, Pennsylvania, plant for more than half a century. This manufacturing plant has employed generations of families throughout the years and is recognized as a pillar of the community.

World Kitchen has held many special events to celebrate the 100th anniversary. For more details on the campaign please visit [Pyrex100.com](http://Pyrex100.com).

The Pyrex brand team is excited to usher in the next century of innovation, while remaining the trusted glass prep, bake and store solution for families across the world.



To celebrate the 100th Anniversary of Pyrex, the brand released a limited edition set of 13 new products in March 2015. And to build on a tradition that started with the 75th anniversary celebration in 1990, the line includes a limited edition Easy Grab pie plate that carries the official 100th anniversary insignia.

The Pyrex 2015 Limited Edition Line features colourful and celebratory designs inspired by the iconic vintage Pyrex "Dots" pattern from 1967 (opal). There are two Anniversary collections. "Centennial" is available in red, white and blue and "Vintage Future", which has been designed in red, turquoise, and green. All of the packaging is inspired by vintage Pyrex advertising.

The range includes measuring cups in several colours, decorated storage containers and portable bags for easy transport – all imprinted with the Pyrex 100th stamp. These items will be available to retailers across Canada through the end of 2015.

## COMPANY OVERVIEW



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**Don Joly**, National Account Manager – Olfa  
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**Wendy Billington**, Sales Coordinator  
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### The World's Largest Measuring Cup

The Pyrex measuring cup is one of the most important Pyrex products since its introduction in 1925. It's recognized across the globe and is a staple in the Pyrex portfolio. Turning 100 doesn't happen very often, and to celebrate this milestone occasion, World Kitchen created the World's Largest Measuring Cup. The cup was officially designated by Guinness World Records on March 8th, 2015, at the International Home and Housewares Show in Chicago (shown above).

The incredible cup holds roughly 2,880 cups, approximately 1500 times more than the original Pyrex 2-cup measuring cup. It's made out of acrylic and has the same markings as the new, limited edition cup now available in stores. If you were to fill the cup with pancake batter, it could produce 3,840 4-inch pancakes, or an individual could bake 1,440 Pyrex pans of brownies

The Pyrex Measuring Cup is an icon of the Pyrex brand. When originally released in 1925, the cup had two spouts – one on each side for both right and left hand pouring. The cup came in just one size – 8 ounces – and sold for 50 cents. By 1926 the two spout cup was discontinued and a new cup with one spout was introduced, which became the staple cup in years to come. The cup changed again in 1934, and by 1941 Pyrex had four different cups on the market including an 8-ounce liquid, 8-ounce dry, 12-ounce liquid and 16-ounce dry. Each cup was adorned with red markings on the side, making the cup easy to read.



# Affordable luxury for cooking & entertaining

When William Smith arrived in Toronto in 1920, he had one goal in mind – to distribute famous British tableware brands. He set up shop on Wellington Street, across from the Royal York Hotel and Union Station. He wasn't alone. There were several merchants selling china, glass and silver on the street at that time. In those early years, long before the arrival of trade shows, there were "trunk shows" and vendors literally rode the rails, travelling across Canada for six weeks a year to meet retailers and present their wares.

The company prospered for four decades until 1963, when William Smith & Sons (WSS), by then under the leadership of grandson Norman Smith, was acquired by Waterford Crystal of Ireland. In 1986, Donald Burke (founder of Burke & Wallace Silversmiths) and his son, Robert Burke, purchased the business. It didn't include the Waterford division as Waterford had merged with Wedgwood to form its own company. Norman Smith remained for three years to help groom young Robert Burke.

In 1987 Portmeirion England and WSS by embarked on a joint venture to form Portmeirion Canada. This pioneering concept and foresight has been a major contributor to the growth and success of the present group.

A separate, second joint venture was formed in the early 1990s with WSS and Royal Selangor. This led to the further strengthening of the partnership being amalgamated into the present day Royal Selangor Canada. The group dynamic and synergies of the new structure were able to achieve far more than any stand alone and positioned the company for growth.

The executive team of Robert Burke and CY Wong – who have worked together for 28 years – have complementary strengths that align perfectly with the integrity and professionalism needed to market premium global brands.

Today, the group offers 10 brands in the kitchen, table and gift categories that comprise a history of 1500 years. Each brand has its own unique cache offering great design, functionality, durability and environmental sensibility.



Royal Selangor's 56,000-square-foot facility in Toronto is in close proximity to the airport and Congress Centre, offering retailers the convenience of picking up an order which usually leads to a visit to the offices and the impressive two-storey showroom.

Robert is proud of their experienced in-house customer service team and outside dedicated sales force. "We are a relationship-oriented business with friendly and well-established partnerships across all channels of distribution. We choose our retail partners carefully, as they do us," says Robert.

As a group we over-invest in product training and professional development having taken, on numerous occasions, our entire sales and operations team to visit our principles in Germany, England and Malaysia.

A full-colour catalogue is printed every year. It's geared to the independent retailer and has become an invaluable tool at the wholesale level and also on the retail selling floor. It's augmented by an in-house interactive digital catalogue that the reps use on the road, providing timely processing and management of programs that can become customized for each of retail customer.

Royal Selangor reps are recognized experts in providing the Canadian consumer with affordable luxury when it comes to eating well and entertaining friends. Each brand tells a great story:

*Above top: the Boska fondue set.*

*Left: Spiegelau's craft beer glasses are designed to enhance the flavour.*



# ROYAL<sup>®</sup> SELANGOR

all things cheese (Boska), craft beer and wine appreciation (Spiegelau), world class craftsmanship (Royal Selangor), quintessential British (Portmeirion), the original (Spode), cooking competence (WMF); re-defining crystal (Nachtmann); proudly made-in-Canada (Seagull) and casual luxury (Sophie Conran).

The Toronto Gift Fair remains a key component in the RS/Portmeirion marketing and sales strategy. Every January and August it's all about show biz for this company. They start six months in advance to

determine how they can wow retailers when they stop into their 3,000-square-foot booth in Building 11.

The group's stable of brands is perpetually evolving to redefine the casual lifestyle that really resonates with consumers today. Sophie Conran for Portmeirion has become a remarkable commercial success story in Canada. This collection is perfect for the casual lifestyle that consumers prefer.

Building upon the group's 95 years of fine British heritage, Portmeirion also recently partnered with Ted Baker of London, uniting two British power house brands. Ted Baker strongly believes that style starts at home. His two

**Portmeirion**  
**Spode**  
**Royal Worcester**  
**Pimpernel**  
**Royal Selangor**  
**Spiegelau**  
**Nachtmann**  
**Boska**  
**Seagull**  
**WMF**  
**Pillivuyt**

collections are geared to the younger 30-something consumer. The Casual Collection has a masculine personality while Rosie Lee has a feminine appeal.

The company is proud to be one of the eight founding members of the Canadian Gift & Tableware Association. Today, 1,200 member companies can look back to the foresight of those eight founding fathers and the many opportunities they provided for entrepreneurs to build successful businesses in a wonder-

ful industry. The association remains a huge part of the industry and Robert Burke considers himself fortunate to have served as a director and chair of the organization. "Since 2003, I have had the privilege of working with some of brightest minds in our industry."

The Royal Selangor group makes a point to give back to charitable organizations. The company proudly donates products to many organizations to help with fundraising. There are many times that someone pays three times the retail prices for their donations at a live or silent auction, which only serves to reinforce the inherent value of the brands, and the wide appeal of their designs.



Above left: Sophie Conran's Portmeirion line of tableware is a Canadian favourite.  
Above right: The whimsical Ted Baker collection offers striking, contemporary patterns.

## COMPANY OVERVIEW

### Sales Representatives

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Man/Sask - **Darrell Hubelit**  
dhubelit@sasktel.net • 306-796-2136  
Quebec - **Daniel Mercier**  
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514-892-9955  
Nova Scotia - **Mary Ann Bunker**  
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National Sales - **Janet Bambridge**  
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### Customer Service

Kim Repac • Nirojan Balan

### Trade Show Participation

- Toronto Gift Fair
- NY Tabletop Show
- Ambiente - Frankfurt Spring Fair

### Head Office

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# PORTMEIRION<sup>®</sup>

## Swedish design made for giving

With clean lines and a pure Scandinavian aesthetic, the Sagaform brand has become synonymous with joyful, innovative gifts for the kitchen and table. Employing some of the most talented designers, the Swedish company's ambition has always been to provide the perfect solution to the consumer's gift problem. Their products, designed for both indoor and outdoor use, are sure to make any gift recipient smile.

Hoping to spread the joy even further, Sagaform entered the North American market in 2007, and the company has enjoyed steady growth ever since. Headquartered in Marlton, New Jersey, the company now operates two warehouses in the U.S. and will open a full service warehouse in Toronto this July. There are three full-time employees at the head office (including president Ingerid Mohn), but the line is promoted across Canada by independent sales reps.

With a wide range of interesting new product launches each year, the Sagaform brand continues to evolve. Designers stay up to date on prevailing home furnishing and lifestyle trends in order to make sure the products reflect the consumer's core values.

Sagaform has succeeded by aggressively marketing the products through a variety of channels, including trade shows around the world (the booth at the New York show is shown below.) The company happily shares catalogues and product knowledge with retailers while working with the media to promote the products with end users and retailers. Recognizing the value of social media, Sagaform also uses Instagram, Twitter and Facebook to reach the consumer.

As a Swedish brand, Ingerid Mohn, president, says she is proud of the fact they can offer Scandinavian quality and leading edge design at a good price. "We offer a wide variety of functional items (including bakeware and cooking tools)



for the table, kitchen and home decor which are all perfect as gifts. All items are delivered in gift boxes, which are easy to wrap for a quick hostess, teacher or birthday gift.

Targeting both small independent retailers as well as large mass merchants, Sagaform offers something for everyone. Keeping retailers and consumers happy in both Canada and the U.S. is key, which is why they've opened a warehouse here. "The knowledge our warehouse brings to efficiencies in shipping, combined with Sagaform's great customer service, makes our product line an excellent choice for Canadian retailers," says Ingerid. "With our warehouse in Toronto, we are now able to supply Canadian retailers much quicker and with lower shipping costs."

Ingerid is also committed to giving back to our industry. In addition to participation in all trade shows, Sagaform has long been a member of the International Housewares Association and Ingrid is a member of the Exhibitor Trade Show Advisory committee, as well as several peer sharing groups. "Through these groups we share experience, knowledge and suggestions to continue making our industry better."







## A garden of delight for the kitchen or patio

Created by Swedish designer Ann-Carin Wiktorsson, a graduate of the Royal College of Art in London, these lovely tabletop glass dome greenhouses reflect her ability to find inspiration in everyday items. Beautiful and functional, they allow consumers to grow plants and herbs right on the windowsill or balcony. Made of stoneware and glass, they are available three soft shades – lavender blue, pelargonium pink and sage green – packed in a lovely gift box. Sagaform also offers a stylish range of ‘Green’ accessories for the home, including garden tools, a self-watering cone and herb planter tray.

A native of Norway, Ingerid Mohn spent most of her youth across the border in Sweden, working weekends and holidays in a variety of jobs. And although she moved to the U.S. in 1996 to study at the University of North Dakota, she’s always considered herself “an honorary Swede”. Right after graduation, Ingerid started working for Linden Sweden, a distributor of kitchen gadgets and tools. She stayed for nine years, working her way up from marketing to sales and finally strategy and purchasing. She then spent two years with Pillivuyt, a distributor of French



porcelain, before accepting the position of president of Sagaform in 2011. Her Swedish background made her a natural choice for the job, and her passion for this industry has been an integral part of the company’s growth.

“With the ever-changing trends, the innovative products, and all the fun I have with my customers and colleagues, this industry has never been boring!” she says.

*Sagaform president Ingerid Mohn is shown left with Canadian sales rep Don Restivo.*

## COMPANY OVERVIEW

### Trade show participation

#### NY NOW

- January and August

#### Atlanta Gift Show

- January and July

#### Dallas Gift and Home show

- January and June

#### Ambiente Fair, Frankfurt

- February

#### International Home + Housewares Show - March

### Sales Representatives

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## A company built on entrepreneurial spirit



The culmination of the blending of two trend-setting appliance manufacturers, Salton continues to rely on its roots as an innovator while exploring new boundaries in product design. Two years ago the company officially merged all its brands with Toastess to better serve the North American market.

A company with a proud Canadian heritage, Toastess was established in 1945 to develop and manufacture kitchen appliances for consumers across the United States and Canada. From its manufacturing facilities in the Montreal area came its first two offerings; the manual flip-flop toaster and Glide-o-Matic clothes iron. Later, it introduced the first fully immersible electric frypan in Canada. Over the years, Toastess became a trusted brand as it continued to offer customers a broad range of gourmet appliances.

Salton was founded in the U.S. in 1954 with a similar mission to manufacture and distribute specialty electric appliances for the North American market. A range of specialty niche products

were produced over the years at its factory in New York, including a line of Hottrays, an electric bun warmer and peanut butter maker.

In 1955, the line became available in Canada by sales agents. Just a few years later, in 1962, Toastess received a Canadian design award for the first non-bell shaped kettle. In the 1980s, the company went on to the first hot air corn popper to use a circular whirlpool style airflow.

Meanwhile in Markham, Ontario, Salton Canada acquired all shares of Salton Holdings and by 1991 the company was in the hands of two principals, Al Johnstone, a veteran retail buyer in the housewares industry, and Jerry Solomon, whose family had founded Toastess in Montreal.

Together, they made a formidable team and sales grew steadily. In 2000, Toastess and Salton Canada merged to create a company based on the same entrepreneurial spirit that originally built the business. They continued to utilize their global partnerships, in-house operations, industry knowledge and a

“customer first” focus to create innovative, quality products.

In 2005, they expanded into white goods with the establishment of the SWG division offering microwaves, bar fridges and wine coolers.

When Al Johnstone retired a few years ago, Jason Hutton came on board to help steer the company into the future. With an eye for trends, he has moved the company towards more healthy living gourmet appliances, such as the Vita Pro cold press juicer.

In 2013, Salton/Toastess International was created to serve all brands to the North American market. One year later, the company officially launched into the U.S. market at the Chicago housewares show with the announcement of a partnership with celebrity trainer Harley Pasternak. Together they unveiled the innovative power blender.

Earlier this year, the company announced the expansion of the Salton brand into the United States. “Our North American retail partners will now be served by one company offering



**salton**  
**HARLEY PASTERNAK**

**POWER BLENDER**

**THE PERFECT BLEND OF POWER + AFFORDABILITY**





Shown above left, the portable induction cooktop stays cool to the touch even when set on maximum. Shown above, the iconic manual flip/flop toaster by Toastess.

multiple brands and a wide range of appliances," says Jason. "In addition, this fall we will be launching the Nostalgia line of appliances in Canada as well as a whole new range of hardware products in both Canada and the U.S.

Today, Salton caters to retailers with products in several key categories: kettles, blenders, cooktop and warming appliances, juicing and specialty appliances. Brands carried currently includes Salton, Toastess, Masha, Delfino, Aquasana and Nostalgia in addition to the Harley Pasternak collection.

The company has manufacturing facilities in China, a corporate office and warehouse in Dollard Des Ormeaux, Quebec and a sales and marketing office

in Vaughan, Ontario. As well, Salton has a large sales and distribution network set up across Canada and the U.S. In total, Salton has 40 employees in Canada and 45 sales representatives in the U.S.

Salton promotes its products and brands through a variety of trade publications including *Home Style*, *Home-World Business*, *HFN*, *Gourmet Insider*, *Kitchenware News* and *Gourmet Retailer*.

The company also makes use of its website, email blasts, social media, bloggers, consumer shows and public relations, along with traditional advertising, to get the message out to the consumer.

"As a mid-sized entrepreneurial enterprise we are able to react quickly to changes in the market and seize on opportunities to satisfy customers' time sensitive needs," explains Jason. "As well, our internal culture has fostered an environment that encourages long staff tenures which results in all the competitive benefits that derive from a highly experienced team."

Salton has a long standing history of dedicated customer relationships with Canadian retailers, along with a focus on unique, niche and innovative categories. The company also makes a point of giving back through donations to charities for silent auctions, prizes at golf tournaments and fundraisers for cancer, cystic fibrosis and women's shelters.

Salton's kettle/tea steeper, below left, has four pre-set temperatures and a warm control that maintains temperature for 30 minutes. The company's wide mouth low speed juicer, shown right, provides the consumer with superior cold press technology to make pure, nutrient-rich juices.



## COMPANY OVERVIEW

### Sales Representatives

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Ontario/GTA Independent Accounts

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Premium and Incentive - **Jeff and**

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Western Canada, Independents -

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V.P. Sales and Marketing -

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### Customer Service

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### Trade Shows

International Home + Housewares Show (Chicago)

National Hardware Show



## The art of entertaining with style

Many people end up in completely different places, doing completely different things than they first envisioned when they started out in life. This certainly holds true for Daniel Oehy, the founder and president of Swissmar.

Daniel grew up on a family farm in Switzerland. His dream was to one day become a farmer. In 1979, Daniel travelled to Russell, Manitoba, as an agricultural exchange student and fell in love with the wide open spaces of Canada. (As competitive ski racer, he also appreciated our long, cold winters.) It wasn't long before he decided to make this country his home.

Having always enjoyed good food, Daniel soon noticed that Canadians didn't have access to the same quality kitchen tools and gourmet items he had used in his native Switzerland. He recognized a business opportunity and decided to abandon agriculture and become an importer and distributor of premium Swiss houseware products, such as raclettes and fondues.

In 1983, under the name Classic Imports, Daniel started driving across the country calling on small kitchen shops and selling products from the trunk of his car. Customers responded.

In 1986, Daniel relocated his company to Richmond Hill, On-



tario, and renamed it Swissmar Imports. New product sourcing was expanded to countries outside of Switzerland, such as France, China, Italy and Germany. By 1990, Swissmar had successfully established an U.S.

company – Swissmar Incorporated – using a nationwide network of sales representatives. He also set up a warehouse in Niagara Falls, N.Y., to support his diversified and growing base of American customers.

In 1999, Swissmar began selling globally and the company's products are now found in many countries around the world. In 2009, Swissmar AG, an office located in Switzerland, was created to support the growing international business and provide a base to liaise with suppliers.

Today, Swissmar's Canadian corporate headquarters, including a large showroom and full-service warehouse, are still located in Richmond Hill. In the United States, the company operates two sales offices (on the east and west coasts), serving an extensive network of sales representatives across the country. There is also a warehouse located in Niagara Falls, New York while Swissmar AG manages a warehouse in Hong Kong to support the international markets. In total Swissmar has 50 employees around the world.

Swissmar products are now manufactured across the globe with trusted manufacturing partners who deliver quality and reliability at every level. In honour of their Swiss heritage, the company still makes it a priority focus on Swiss-made products.

For more than 30 years, this Canadian company has been the exclusive North American partner for some of the world's leading brands. In addition to proprietary Swissmar-branded items, the company proudly distributes high end products from Peugeot, Börner, Mauviel, Dalla Piazza, Mastrad, Zyliss and, beginning in the fall of 2015, Jamie Oliver Nuance. These products are manufactured globally in France, Germany, Asia and beyond.



## COMPANY OVERVIEW



Though Swissmar represents many global brands, the focus is still on premium Swiss products such as raclettes and fondue sets.



### Sales Reps - Retail Division

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Maritimes - JO ROGERS AGENCY  
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B.C. - OCTAGON MARKETING  
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Quebec - SAVI MARKETING  
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**Customer Service**  
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**Trade Show Participation**  
Toronto Gift Fair – Spring and Fall  
Ambiente Fair, Frankfurt  
International Home + Housewares Show  
Showroom shows - Atlanta, Dallas & Seattle  
Food service buying group shows  
Corporate gift channel shows

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With their streamlined distribution network, serving the retail housewares industry is Swissmar's priority. In addition, there are separate divisions for the food service and corporate gift channels. Each division boasts dedicated sales representation and customer service specialists.

To promote the brands, Swissmar works with a respected PR agency out of New York to secure product placement and editorial opportunities in trade and consumer media and within the blogging community. New products are also promoted at trade shows, industry events and through trade advertising with housewares and gift media. The company also invests in targeted consumer advertising and PR initiatives in various food & wine and home & lifestyle publications. In fact, the best-selling V-Slicer Plus mandoline was selected as *Cooks Illustrated* Top Choice in July 2014.

Over the years, Swissmar products have received numerous awards for design and innovation. The company is also very active on social media, including Facebook, Twitter, Pinterest and YouTube.

Looking back, Daniel attributes his success to great products, a great sales team, excellent customer service support and the benefit of on-hand inventory.

"When you have spent over three decades in the housewares industry, you are bound to learn a few things," he says. Daniel leads the product development team and travels extensively to work with his manufacturing partners to develop new products.

He adds that the members of his sales team are known as 'product specialists'. Although most are independent sales representatives, many have been with Swissmar for 20+ years and provide exceptional product knowledge.

Retailers can also find ongoing support from the Swissmar customer service team. They work hard to answer any questions plus ensure all orders are processed accurately and shipped quickly. Swissmar has made a major investment in its warehouse management system to better control inventories and in-stock positions for all product lines.

Great products and enterprising sales people are just part of the reason for Swissmar's success though. It also helps that president Daniel Oehy believes in giving back to the industry that has served him so well. He is consistently involved in industry housewares groups and is a very active member of the International Housewares Association, where he serves on the Board of Directors as an Executive Committee Member.



## Reaching new heights in cleaning

**B**ased in Glenwillow, Ohio, TTi Floor Care is the largest floor care business in North America, with three of the biggest brands in the industry. Each of the brands – Hoover, Dirt Devil/Royal and Oreck – has deep roots in Canadian floor care and a rich history that continues to be built upon each day.

TTi Floor Care acquired the marquee Hoover brand in 2007, but Hoover's history reaches back more than 100 years, tracing a path to the very invention of the vacuum itself.

In 1907, janitor Murray Spangler saw a problem that needed fixing. In the course of his daily work, he encountered dust that triggered asthma attacks. Working at night, Spangler devised a "suction sweeper" to pull dust and dirt out of the air and off the ground. W. H. Hoover bought Spangler's patent in 1908 and began selling the country's first sweepers. It was the beginning of more than a century of cleaning innovations, from Hoover's famous beater bar and disposable paper vacuum bags to vacuum cleaner headlights and self-pro-

PELLING technology. Today, Hoover continues to build on its history by creating effortless cleaning solutions.

In 2002, TTi purchased the Royal and Dirt Devil lines, acquiring a company with an esteemed floor care history. In 1905, the P. A. Geier Company – creator of the Royal line of home cleaners – was founded in Cleveland, Ohio. By 1937 the company was producing the world's first hand-held vacuum, the Royal Prince. It was a sign of things to come.

In 1953, ownership changed hands, and the company was renamed Royal Appliance Manufacturing. Dirt Devil joined the Royal family in 1981 and debuted its best-selling Hand Vac in 1984. To date, more than 23 million of those vacs have been sold!

Oreck, one of North America's most beloved commercial vacuum brands, joined the TTi family in 2013. Oreck was founded by American entrepreneur David Oreck in 1963. He had an obvious yet radical idea to design a lightweight but powerful vacuum to offer relief to the hotel housekeepers using much heavier models. It worked, and Oreck vacuums are now used in more than 50,000 hotels around the world.

Today, TTi Floor Care is part of a global brand powerhouse. With expertise in power tools, floor care, lighting, outdoor power equipment, accessories, test and measurement products, this industry giant is headquartered in Hong Kong, with offices located across the globe. In Canada, the floor care division operates under the same roof as the power tool division.

Globally-sourced products are manufactured in varied locations including Canada, the United States, Mexico and China. TTi Floor Care produces upright, canister and cordless vacuum cleaners as well as carpet and floor washers, steam mops, hand vacuums, and a wide range of other cleaning solutions.

The company's go-to-market strategy is focused on consumer needs. Through a variety of methods, end-user concerns,



*Above: Meeting with consumers to gain feedback on product. Below left: Dirt Devil 360 Reach vacuum. Opposite page: the new Hoover 20V Lithium Ion cordless family.*

suggestions, pain-points and wishes are documented and brought through a product development program.

What sets TTi Floorcare apart is its ability to provide intuitive solutions that address real needs in the marketplace. The company resonates strongly with its target audience, partners and stakeholders by demonstrating year after year that they're responsive and committed to progress.

TTi promotes its brands in a variety of ways. Foremost is strong retail channel relationships, fostered by unparalleled support and communications from its expert floor care team, comprised of 18 individuals in TTi Canada's Markham, Ontario head office and its western sales agency, Trimor Sales.

All of the brands have strong representation at retail trade shows, as well as in trade and consumer publications. The website is also generating increasing traffic, along with a growing online presence. Building upon that foundation, TTi layers integrated sales, marketing, and public relations campaigns – including traditional and new media initiatives – that continually propel the brand to the forefront.

With such a fascinating heritage, having brought together three storied brands, TTi offers its retail partners extensive experience and expertise in so





## COMPANY OVERVIEW

### Sales Representatives

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many facets of the floor care and commercial cleaning world. It helps them develop products that incorporate revolutionary design, technology, and engineering advancements. These benefits could be lighter weight, full-size products, cordless innovations or intuitive task-based accessories.

“When our customers buy Hoover, Dirt Devil/Royal or Oreck, they are benefiting from decades of experience, industry-leading quality, innovation and reliability, as well as service beyond compare,” says vice president Patricia Noronha. “Our customers understand that we care. They’re not just buying our products; they are investing in a relationship with our family of brands. We take that seriously, and we always conduct ourselves ethically, honestly, and with passion.”

The Canadian Floor Care Team is comprised of hard-working and fun-loving members of the Canadian Housewares community. They enjoy partnering with retailers to create events that drive consumer excitement and attention to the floor care category. TTI invests in strong marketing programs that provide immense value, bolstering brand and category growth.

The TTI family supports a diverse range of philanthropic causes and enthusiastically participates in a breadth of charitable and community events. “Caring is a trait that is woven into the fabric of our organization,” adds Patricia. “This is evident in how we conduct our business, how we value our employees, and how we give back to others. We are strong advocates of community service and support employee volunteer efforts. We seek out opportunities to make a greater impact, particularly with the alignment of our high-profile public relations efforts with our philanthropic programs and/or charitable partners.”

Within the industry, TTI takes part in several retailer trade shows and strives to remain a positive example of leadership – starting with its own team. Recruitment and mentoring of individuals that have a passion for the category is an integral part of the Canadian operation. By fostering leadership, professional development and brand growth, as well as building goodwill with customers, partners, stakeholders and the community, TTI has helped to strengthen the entire floor care industry.



## An effective two-tier marketing strategy

**F**ounded in 1889, Trudeau Corporation is a fourth-generation family business that's well known as a North American innovative supplier of housewares, now available in 70 countries around the world. The company offers design and value with excellent import and distribution logistics and customer service.

For 2015, the Trudeau team is proud to unveil Trudeau Maison, a distinctive collection that offers quality at an affordable price with a design that foodies will love. The main objective of the launch was to solidify Trudeau's presence as a leader in the volume market.

Jacques Dubuc, president of Trudeau Maison, outlines the new strategy in the following interview:

### Why did you launch Trudeau Maison?

Trudeau Maison is the fruit of an idea. In a market where consumers are changing the way they shop and retailers are constantly reinventing themselves, Trudeau had to rethink its approach. The idea itself wasn't new. The seed had been planted years before with

Home Presence. It simply had to develop and mature to become a success.

The goal? To capitalize on Trudeau's notoriety by introducing a new retail collection of turnkey solutions—with a quality guarantee backed by a lifetime warranty on all products that would not interfere with the existing Trudeau network. What a challenge!

### When will it make its retail debut?

The Canadian market will be the first to offer this collection in Fall 2015. It will then be launched in the United States and Europe in early 2016.

"It's incredible how quickly we were able to bring the Trudeau Maison concept to market," says Jacques. "We're so thankful to have such a talented team."

### What is the target market?

Trudeau Maison is the ideal collection for volume or chain store retailer while Trudeau is geared to the specialty and gourmet segment of the market.

As for consumers, it is primarily for families that experiment with food for a



*Jacques Dubuc cuts the ribbon on a new chapter in Trudeau's history at an open house in Montreal in May. Below and on opposite page, Trudeau Maison products are beautifully packaged and merchandised.*

healthy meal solution. It will also appeal to the foodies and "hobby chefs".

### How many products are in the collection and what makes them unique?

To be in line with today's (and tomorrow) consumer trends, Trudeau Maison consists of 150 products that answer the need to COOK, EAT and DRINK. By capitalizing on the brand recognition, this collection offers a turn-key solution for the retailers with a fresh, uniform cross-category look, competitive price







# MAISON



points and merchandising versatility. There are both shelf and wall display options for each product.

### How will the line be promoted?

We've taken every possible step to make the Trudeau Maison collection a point of sale success. The collection was created to standardize categories, allowing cross-category merchandising. The packaging is:

- Differentiated through shape of cards.
- Inspiring, with attractive pictures.
- Uniform cross-category look.
- Versatile with shelf and wall options.
- Designed to industry standards with a maximum CDU depth of eight inches.
- The logo, featuring the Trudeau Maison brand, is easily recognizable.
- The lifetime warranty is the key to

success with consumers.

For retailers, Trudeau Maison offers turnkey solutions with planograms, profit centers and signage. Merchandising solutions have been adapted to chain store point of sale needs.

### Will it operate as a separate division?

Trudeau and Trudeau Maison are two different collections with two different marketing strategies. We have in place an experienced sales team specialized in the Trudeau Maison collection.

### What about Home Presence?

The Trudeau Maison Collection is an evolution of Home Presence adapted to today's market. This new collection will replace Home Presence.



## CONTACT INFORMATION

### Customer Service

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### Head Office

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# Fostering a culture of trust and integrity

Paul Pogor was right in the middle of the worst year of his life when he arrived for a meeting with Bob Wallace, the former owner of United Sales & Marketing. It was 1999 and Paul was out of work, in the middle of a divorce and he had just lost his mother. But his fortune was about to change, thanks to Bob's generosity and willingness to put his faith in Paul. He started selling for USM, soon fell in love with the job, and has never looked back.

United Sales has its roots in Somerset House, a distributor of brands such as Food Saver, Nordic Ware and Aerobed. It was co-owned by Bob and four partners. When the partners decided to decentralize the organization in 1991, Bob took the housewares lines and formed United Sales & Marketing with two minority partners, Martin Van Dyk and Hugh Cameron. (They were initially located in Scarborough but purchased the present head office/warehouse building in Mississauga a decade later.)

Paul, meanwhile, had progressed through several positions in the housewares industry in the '80s and '90s. He started his career at Shepherd Products where he handled the Home Hardware account and received several accolades. He then spent a couple of years important Panama Jack suntan lotion into Canada before joining Black & Decker. That's where he met his good friend Roger Smith and Owen McManamon. Owen would prove to be an important mentor to Paul, teaching him business

skills that he says have been critical to his success. He went from B&D to Rogers Cellular as vice president of retail and then to a printing firm briefly. By the time he met Bob Wallace, he was ready for a new start.

"Bob and I connected because we had the same entrepreneurial attitude," says Paul. "I ended up working side by side with him and helping him find new and better ways to do things. I loved it."

Bob's faith paid off and soon Paul was making significant contributions to the company. He enjoyed the fact that each day was different and he was responsible for his own success. Bob introduced him to all his industry contacts and taught him the value of maintaining loyal, long term relationships with both manufacturers and customers.

When Bob decided to retire in 2003, Paul purchased a third of the company from him, with Marty and Hugh taking the other two thirds. He immediately started to focus on the U.S. business.

After losing a couple of the key brands that they had built due to mergers, Paul knew it was time to become "more than just a rep house". He wanted to source more proprietary brands that they could sell right across North America. He started travelling to the Orient regularly to source product programs on behalf of retail customers such as Loblaw and Sears.

Five years ago, with USM well established as a North American full-service distributor, Paul bought out Hugh and



USM president/owner Paul Pogor.

Marty. Two years before that, Roger Smith had joined as a minority partner and they were ready to invest in the future. He changed the company's infrastructure and began hiring talented people who could really make a difference, such as Milton Tjin from Canadian Tire. Then Adam Ball, who had been with Jarden for many years, joined USM as vice president of marketing, followed by Chris Everett of Canadian Tire.

"Chris is a very strategic and methodical business partner," he says. "Milton is very entrepreneurial and has a lot of integrity. Adam has a great marketing mind to help us find the better ways to promote our brands. And Roger is a good, solid sales person with long term relationships in our market."

When Paul started, USM employed eight people. Today, there are 18 employees and it's growing all the time.

The company is now well positioned to provide the best customer service possible. They invested in back end systems at their head office/warehouse to ensure they're able to support their retailers and factories' needs for forecasting and sales analysis. And Paul says they go out of their way to 'overdeliver'.

"If there's a problem with a customer, we solve it, we fix it," he explains. "We don't just present products to retailers, we work to create a business strategy that benefits both of us equally."

He has also endeavored to establish

**iRobot**  
Roomba®



nifty™

**NORDIC WARE**®



OLDE THOMPSON  
since 1944



Top Row (l-r): Adam Ball, Roger Smith, Paul Pogor, Matt Pogor, Milton Tjin. Front Row (l-r): Jackie White, Chris Everett, Herman Pho, Lucy Yen, Kathleen Lee and Gillian Smith.

closer than usual relationships with their factories, travelling to China four or five times a year. As a result, the factories are willing to go above and beyond for USM in a competitive market.

Another area where Paul has invested heavily is e-commerce. Two years ago, they launched USM Direct, a new e-commerce platform targeted at independent retailers. It can be expensive to sell to this segment so USM Direct provides store owners with an easy, convenient way to order. Independents have the flexibility to hop on the website and order any combination of products from the 15 different brands carried by USM and have it shipped pre-paid.

The new division also handles mobile marketing and website design. USM has built very impressive North American websites for two of their key lines, Wesco and Cord Cruncher, an innovative new earbud headphone design that eliminates tangled cords or wires.

Paul continues to follow in Bob's



USM focuses on products that are innovative or use 'disruptive technology'. Today they carry 15 brands, including iRobot robotic vacuums, above, and Wesco, far right.

footsteps by fostering excellent relationships in the industry as well as within his own company. He knows his biggest advantage is people so he has created an incredible culture where each individual is encouraged to take ownership of what they do by exploring any potential market opportunities independently. But it's also a very family-focused environment where employees know they can take time off for personal reasons or work from home whenever necessary.

"This is not a 9 to 5 business," he explains. "With trade shows and overseas travel, everyone at USM makes personal sacrifices on a regular basis for the company. I want to make sure they make family time a priority as well."

It's this attitude that has endeared Paul to the entire staff, creating an inspirational work environment. As Milton Tjin explains: "Paul introduces the necessary corporate disciplines while still maintaining the nimbleness of an entrepreneurial company. He is an enabler who encourages all employees to achieve their own personal goals and interests while contributing to the growth of USM. His approach allows everyone to voice their thoughts, investigate what they believe are good opportunities, and have fun doing it."

It's been 16 years since Paul first walked into Bob Wallace's office but he clearly learned some valuable lessons about integrity and generosity in business. Fortunately for his co-workers and customers, he's paying it forward.

## COMPANY OVERVIEW

### Key Representatives

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**Milton Tjin**

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**Chris Everett**

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## A brand recognized worldwide



The Toronto Victorinox retail store on Bloor Street, above and below, and the company's beautifully-situated Swiss headquarters, below right.



Victorinox is a company with a impressive history and heritage. In 1884, Karl Elsener opened his first cutler's workshop in Ibach-Schwyz. There, he and the cutlers union produced the finest steel cutlery, finished with the now-famous proprietary edge preferred by professional and home cooks. In 1891, he supplied his first Soldier's knife to the Swiss Army, something that would change his life and his fortune.

In 1921, after the death of his mother Victoria, Karl changed the name of the company to Victorinox, melding the name of his mother with "inox", an abbreviation of the French word for *steel*. From those humble beginnings, a worldwide icon was born. Today, Victorinox is still owned and operated by the Elsener family, and the family still resides in the same small village of Ibach, Switzerland where the company first began.

Victorinox is the largest knife manufacturer in Europe with 26 million blades (cutlery & pocket knives) sold annually around the world. The products dominate the professional commercial cutlery market and are recognized for consistently delivering uncompromising quality and value.

Since 1884, this commitment to constant innovation has helped Victorinox remain a leading provider of professional-grade cutlery and meet the evolving needs of demanding commercial customers.

There are many reasons smart consumers will select a Victorinox knife:

- Victorinox knives are 25% sharper than others on the market.
- The lifespan of a Victorinox knife is 60% longer since, on average, competitive knives need to be re-sharpened 2.5 times more often than Victorinox.
- Users can reduce cost per cut by over 50% simply by switching to Victorinox.
- Hand and wrist fatigue is bad for workers, and bad for productivity. Plants that switch to Victorinox report significant reductions in injuries related to repetitive cutting movements. When a major food processing plant switched to Victorinox knives, it reduced knife consumption by 14,000 pieces.

The company offers a range of fine edge knives. You don't have to be a professional chef to appreciate the high quality of the Victorinox chef's knife. Each chef's Knife is ultra-sharp, incredibly durable and perfectly balanced. When one of these knives reaches the consumer's hand, every chop, slice and dice feels effortless. The Fibrox Pro chef's knife consistently ranks highly in value and quality with renowned test kitchen reviewers and consumers alike.

The cross and shield emblem is an instantly recognizable symbol for today's Victorinox. In a most unique way, it conveys excellence in Swiss craftsmanship





# VICTORINOX SWISS ARMY

as well as the impressive expertise of more than 2,000 employees worldwide.

The principles by which the company does business are as relevant today as they were in 1891: functionality, innovation, iconic design and uncompromising quality. Adherence to these values has become an integral part of the company's DNA, not just here in Canada but around the world.

The commitment to these principles over the past 130 years has allowed Victorinox to develop products that not only offer exceptional design and quality, but also have the ability to serve as reliable companions on life's adventures both great and small.

Today, Victorinox is proud to present a range of six global product categories which perfectly embody those principles and embrace the spirit of the original Swiss Army Knife. The company's unique, high-quality products, which are of practical use in differing areas of life, include; Swiss Army knives, household and professional cutlery, watches, travel gear, apparel and fragrance.

Customers in Canada and around the world now place their trust in Victorinox quality. They are enthusiastic about the functionality and iconic design of the products and they're also impressed by the continued innovation that goes into their development.

Consumers who want to be ready for anything take a Swiss Army knife with them wherever they go. Since its launch, the knife has been a trusted tool of everyday adventurers worldwide. Whether they're exploring the city, the ocean, the mountains or even space, it's their companion they can count on.

In Canada, Victorinox is also the distributor of SCANPAN. The two compa-



*Patented Fibrox handles mean Victorinox knives are slip-resistant for added safety.*

nies are joined through a shared focus and commitment to a quality and a 'customer-first' vision.

SCANPAN is a family-owned business based in Ryomgaard, Denmark. They have been one of the world's leading producers of PFOA-free nonstick kitchenware for more than three decades. Their patented ceramic titanium surface represents the core of their cookware business.

Deeply anchored in Danish tradition, SCANPAN creates timeless yet functional tools for any modern kitchen. The company effectively utilizes 100% recycled aluminum without compromising on quality. The recirculated, melted down aluminum is a completely pure raw material, its quality at least as great as new, non-recycled aluminum. Combined with the extended longevity of all SCANPAN's products, the use of recycled aluminum reduces their carbon footprint in order to make the most of the resources available on our planet.

## Victorinox - By the Numbers

- 540 different models of household and professional knives currently in production.
- 450 Swiss Army knife models currently in production.
- Daily production of 60,000 knives per day and 60,000 pocket knives per day.
- 78 Victorinox stores worldwide, two of which are in Ontario.
- 2,000 Victorinox employees around the globe.
- 50 Master Craftsman models were purchased by NASA in 1978 for shuttle staff.

## COMPANY OVERVIEW

### Sales Representatives

- Retail and Food Service

**Thomas Jong** - Sales Mgr, Canada West  
(403) 829-8419

**Jeff Hof** - Sales Mgr. Canada East  
(416) 992-0978

**Sheila Finn** - Nat. Sales Mgr, Ad Spec  
(905) 760-1123 ext 4140

**Greg Moodie** - Housewares, B.C.  
(604) 430-6625

**Oliver Janousek** - Gift, B.C.  
(604) 434-8881

**Boyd Muir** - Outdoor Retail, B.C.  
(604) 738-2167

**John Thomson** - Foodservice, B.C.  
(604) 465-2770

**Chris Clement** - Hswrs/Gift, AB/SK  
(780) 460-8740

**Dave Knisley** - Foodservice, AB/SK/MB  
(403) 475-5322

**Issie Grachnik** - Housewares, Ontario  
(416) 540-9320

**Doug Wells** - Gift, Ontario  
(416) 817-8452

**Stephen White** - Outdoor, Ontario  
(416) 948-1309

**Agostino Acri** - Gift, Ontario  
(647) 909-4618

**Ron Singh** - Foodservice, ON  
(416) 418-6773

**Francois Ouellet** - Foodservice, QC  
(514) 771-7900

**Eric Sinotte** - Hswr/Gift/Outdoor, QC  
(514) 729-2889

**Eric Jacobi** - Housewares/Outdoor/Gift,  
Maritimes

(902) 478-3253

**Duane Giffin** - Foodservice, MAR  
(902) 857-1199

### Contact Information

VICTORINOX SWISS ARMY CANADA  
1000 Edgeley Blvd., Unit 2  
Vaughan, Ontario L4K 4V4  
Tel 800-665-4095  
orders@swissarmy.ca

## A specialist in fine German cutlery

The story of WÜSTHOF is one that is rich in history, perseverance and dedication. It's an epic saga that spans over 200 years and still continues at full speed ahead today.

Founded in 1814 in the cutlery capital of Europe – Solingen, Germany – WÜSTHOF is a family-owned and operated company. It remains so to this day and is currently led by the seventh generation owner, Harald Wüsthof, alongside his cousin, Viola Wüsthof. The duo proudly continue down the path laid out before them so long ago.

During its first 100 years, WÜSTHOF was little more than a small family business, creating cutting tools such as scissors and kitchen knives. It was a humble beginning in a small fabrication “hut” situated beside a stream. The stream acted as a power source for the forging hammers and grinding belts.

WÜSTHOF grew steadily over the years, moving to larger buildings and, eventually, into a modern factory. Then, in the early 1900s, young Robert Wüsthof took some travel chests filled with an assortment of pocket knives across the ocean to the United States, and found his future. In America, the company had even more potential. Robert successfully sold all his wares to a single buyer and there was immediate demand for more.

With the advent of electricity, the company moved in to the central part of Solingen. However, two world wars resulted in struggles for all German steel manufacturers. It wasn't until the 1960s



*Above, Viola Wüsthof and Harald Wüsthof  
Below, the factory in Solingen, Germany, in the early 1900s and the main office today.*

that WÜSTHOF began to prosper from international growth once again. During this time, Wolfgang Wüsthof, a sixth generation family member, took on the role of developing international trade. Wolfgang eventually took over full control of the business in the mid '70s. It's because of his tireless efforts and foresight that today WÜSTHOF is represented in over 80 markets world wide and recognized as the leader in quality cutlery.

All WÜSTHOF knives are still manufactured exclusively in Solingen, Germany, in three impressive production facilities. The company is truly self-reliant in all matters of knife fabrication. Once the steel arrives from suppliers, the factory handles all aspects of creating the finished product. It's then warehoused in Solingen and distributed

around the world to various distribution partners or subsidiaries.

All materials used to manufacture and package the product are sourced within a 100 km radius of the head office. All European markets, with the exception of the U.K., are serviced directly from that office. There are also two subsidiaries in the U.S. and Canada. The remainder of the international markets are serviced by distribution partners.

WÜSTHOF employs over 300 people in Germany and over 65 at the two subsidiary locations. Hundreds more represent WÜSTHOF in their respective markets at all levels of distribution, sales, marketing and customer service.

A well-known brand here, the Canadian subsidiary, headed by Derek Marcotte, has used almost every form of marketing available to promote to not only retailers, but also to the end consumer. Retailers have seen their advertising in trade magazines such as *Home Style*, which WÜSTHOF has proudly supported for many years. Networking within the industry also gives the company access to stores and all leads are followed up by personal visits.

“Despite the many rapid changes to retail, the housewares industry continues to thrive and personal contact drives much of that success”, says Derek Marcotte. “We have fully embraced digital marketing channels and utilize social media, including Facebook, Twitter and a company blog, to reach our audience in interesting and





*Above: the Classic 8-inch precision forged cook's knife with some tools of the trade.  
 Below: handle assembly of the 7-inch Classic Ikon, left, and a master forger in the 1980s.*

engaging ways. Events such as consumer shows allow us to connect with end users. Our favorite events, however, are those with our retail partners. In-store demoss attract dedicated clients and also entice potential new ones, giving us a unique opportunity to connect with them on a one-on-one basis. We drive awareness of these special events by promoting our retail partnerships on all of our social media channels, including our company blog – [www.cuttingremarks.ca](http://www.cuttingremarks.ca).”

In an age of blended companies, acquisitions and mergers, WÜSTHOF remains a privately-owned and operated company, producing *only* kitchen knives. The company takes immense pride in the name that goes on every tool. With quality control and production consistency that is second to none, WÜSTHOF is able to produce a better product every single year. Retailers know what they are selling with WÜSTHOF knives, and where it comes from.

As a cutlery specialist, WÜSTHOF understands the needs of the individual retailers and avoids cookie cutter solutions. The sales team enjoys bringing new ideas to the table and as a smaller company, with a large international reach, information flows freely from distributor to subsidiary. It is then shared with the company's retail partners, to everybody's benefit.



## COMPANY OVERVIEW

### Sales Representation

#### INDEPENDENT SALES REPRESENTATIVES:

**Karel Janousek, Belena Novak and Oliver Janousek** - Octagon Marketing  
 British Columbia, Alberta, Saskatchewan  
 Tel: 604-434-8881

[Oliver@octagonmarketing.ca](mailto:Oliver@octagonmarketing.ca)

#### Stephen Reinhard

Eastern Ontario, Quebec, Maritimes  
 Tel: 450-510-2441

[sreinhard@sympatico.ca](mailto:sreinhard@sympatico.ca)

#### CORPORATE SALES REPRESENTATIVES:

After more than 10 years representing Wüsthof in Ontario, the company is proud to welcome **Harvey Geiger** to the in-house sales team. He will be responsible for eastern Ontario to Oshawa as well as Manitoba.

Tel: 519-620-9112

[harveyg@wusthof.ca](mailto:harveyg@wusthof.ca)

### Trade Show Participation

Toronto Gift Fair - January/August  
 Ambiente – Frankfurt  
 The Restaurants Show Canada  
 International Home +  
 Housewares Show – Chicago  
 Retailer events and consumer shows

### Contact Information

Wüsthof-Trident of Canada Inc.

3809 St. Joseph Blvd.

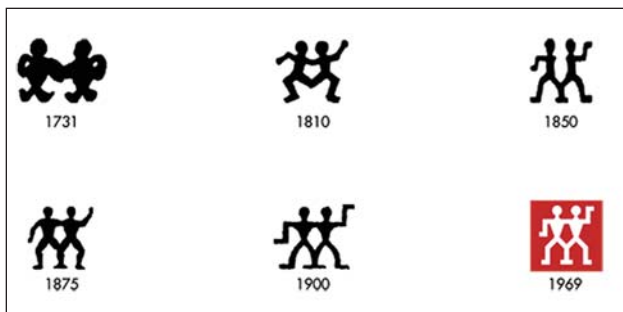
Orleans, Ontario K1C 1T1

Tel: 613-841-1301

Fax: 613-841-1302

[www.wusthof.ca](http://www.wusthof.ca)

## A symbol of quality for two centuries



### BRAND AWARENESS

**ZWILLING:** Premium products ranging from knives, kitchen gadgets, scissors, cookware, flatware, cutting boards and glassware to beauty tools.

**STAUB:** Cast iron and ceramic cooking utensils for consumers who seek the authentic experience of cooking and taste. Staub is one of the world's leading suppliers of cast iron enamel cookware produced in France.

**FONTIGNAC:** The value brand from Staub features colourful cast-iron cooking utensils for the cost-conscious chef.

**MIYABI:** Knives and accessories for consumers with a preference for Japanese blade design and exceptional sharpness: Authentic knives from Japanese craftsmanship, all made in Seki, Japan.

**DEMEYERE:** Top quality and innovative stainless steel cookware for the consumer and professional chef with headquarters and production facilities in Belgium.

**J.A. HENCKELS INTERNATIONAL:** Stainless steel kitchen products for trendy, cost-conscious consumers.

**BSF:** Flatware and cookware for design-conscious consumers, top quality at an appealing price for a modern table setting.

**TWEEZERMAN:** Tweezerman is the leading provider of premium personal care tools in North America. The innovative instruments originated in the professional domain for eyebrows, eyelashes and cosmetic brushes are now popular with celebrities, professional users and sophisticated consumers.

**QVS:** Fashion forward, value priced cosmetic tools. From brushes to brows, flawless faces to fabulous fingernails, QVS has a product to suit every application.

A modern company with a long tradition and history of quality, the ZWILLING J.A. Henckels brand was created on June 13th, 1731 (under the sign of Gemini). It was on that day that knifemaker Peter Henckels, from Solingen, Germany, registered the "Twin" symbol as his trademark with the Cutlers' Guild of Solingen.

That symbol, now very well known globally, is one of the oldest trademarks in the world. The official ZWILLING J.A. Henckels name was given to the company by a descendant of Peter Henckels, Johann Abraham Henckels.

Though the company originally started with ZWILLING knives, in 2004 the product mix expanded with the addition of ZWILLING cookware, offering the same high level of quality. Today ZWILLING has extensive lines in knives, cookware, flatware, kitchen gadgets, cutting boards and accessories.

Growth in this new market continued with the 2008 takeover of the Belgian company Demeyere, a manufacturer of innovative stainless steel cookware. That was followed by the acquisition of Staub, a renowned producer of premium cast iron and ceramic cookware.

Globally, the company currently operates manufacturing facilities in Europe, North America and Asia. Here in Canada, the company is led by President Mrinal Sharma, who has been with ZWILLING for nine years. He oversees a total of 45 employees in ZWILLING's Beauty and Culinary divisions. The lines are represented in all provinces across Canada by a talented team of sales agents.

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of **starred**  
chefs in  
France

*Taste the excellence!*

MADE IN FRANCE

zwilling.ca/staub





**ZWILLING  
J.A.HENCKELS**

ZWILLING provides ongoing training for these sales reps so they are well-equipped to tout the benefits of the products to retailers and consumers. They often visit company factories for hands-on training in France, Germany and Belgium. It offers them a unique opportunity to observe the time and craftsmanship that goes into making the products. It has also proven to be an invaluable way to instill passion and pride in the team at every level.

ZWILLING is very committed to effectively

marketing to that important front-line customer – the retailer. On a regular basis over the past two decades the company has promoted its brands to retailers in *Home Style Magazine* and several retailer-specific advertising vehicles. It's been a great way to help drive sales locally in these important channels.



ZWILLING supports its retail partners by:

- Providing retailers with trend reports and creates promotions around these trends to promote to the end consumer.
- Customizing sales programs to enhance offerings at retail to drive sales.
- Offering free Sharpening Clinics in-store during any special store events.

Promoting ZWILLING brands to the end user is always evolving as the marketing team observes changes in the way consumers want to receive information. This is going to be a year of trying new things while continuing to keep doing what works. The company will continue to invest in merchandising at store level to ensure the brand standards are maintained. 2015 will also see a greater focus on on-line marketing – developing a social presence and targeting key influencers

This year, retailers will see an even greater focus on the Staub brand with the launch of the 'Chefs Choose Staub' Campaign, shown left.

The ZWILLING group is constantly developing innovative products and aligning them-

selves with world class partners, from Iron Chef Morimoto, Ned Bell, Vikram Vij and Master Blades Smith Bob Kramer to Pro Skier Lindsey Vonn and designer Isaac Mizrahi, for the Tweezerman brand. From developing a new wedge-shaped blade on the new ZWILLING Pro series to offering a lustrous long lasting finish on cookware with Silvinox, this 'old company' is modernizing the way we use and design products.

## COMPANY OVERVIEW

### Canadian Sales Representatives

**Kathy Soce**, Sales & Business Development Manager – In House  
ksoce@zwilling.ca • 416-735-7070

**Jamie Rowland**, National Accounts Manager – In House  
jrowland@zwilling.ca • 416-565-8534

**Brad Prystupa**, Vancouver: 604-366-7464 • BPrystupa@zwilling.ca

**Bill Marshall**, Edmonton: 780-982-5587 • BMarshall@zwilling.ca

**Lee Evanchuk / Todd Stevens**, Saskatchewan/Manitoba

Lee: 204-795-0863 • JandLagencies@shaw.ca

Todd: 204-981-4169 • toddstevens@mts.net

**Judy Magee**, Ontario West: 905-467-7276 • JMagee@zwilling.ca

**Kymberley MacMillan**, Ont. East: 905-441-6407

**Gilles Legault**, PQ: Gilles: 514-233-4783 • GillesL@groupemarketing.com

**John Tays**, Maritimes: -902-497-4340 • john.tays@ns.sympatico.ca

**Enzo Caso**, Demeyere-Quebec: -514-575-7181 • ecsalesinc@gmail.com

### Customer Service Representatives

**Eric Beuth**, Customer Service Supervisor, National Accounts  
ebeuth@zwilling.ca • 905-475-2555 Ext. 263

**Debra Monk**, Customer Service/Order Desk East  
dmonk@zwilling.ca • 905-475-2555 Ext. 273

**Joanne Kar**, Customer Service/Order Desk West  
jkar@zwilling.ca • 905-475-2555 Ext. 227

### Consumer & Trade Show Participation

TORONTO GIFT FAIR (Recipient of the Best Booth award in 2014)

TASTE CANADA • EAT VANCOUVER • COSMOPROF

### Contact Information

Zwilling J.A. Henckels Canada Ltd.  
435 Cochrane Drive, Markham, Ontario L3R 9R5  
Tel: 905-475-2555 • www.zwilling.ca

# International Trade Shows



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## **AMBIENTE - FRANKFURT SPRING FAIR**

Messe Frankfurt, Germany  
Contact Neeta Correa at Messe Frankfurt Canada  
Tel: 905-824-5017  
Held every February

## **ATLANTA INTERNATIONAL GIFT MARKET**

AmericasMart Convention Centre, Atlanta, Georgia  
Contact AMC/AmericasMart Atlants  
Tel: 1-800.ATL.MART - webmaster@americasmart.com  
Held in January and July

## **EXCLUSIVELY HOUSEWARES**

The Business Design Centre, London, England  
Visit [www.exclusivelyhousewares.co.uk](http://www.exclusivelyhousewares.co.uk)  
Held every June

## **HONG KONG GIFT & HOUSEWARE FAIR**

Hong Kong Convention and Exhibition Centre  
Contact the Hong Kong Trade Development Council  
[www.hktcd.com/fair/hkhousewarefair](http://www.hktcd.com/fair/hkhousewarefair)  
Held in April and October

## **INTERNATIONAL HOME + HOUSEWARES SHOW**

McCormick Place, Chicago  
Contact the International Housewares Association  
at [www.housewares.org](http://www.housewares.org)  
Held every March

## **LAS VEGAS MARKET**

World Market Center Complex, Las Vegas  
Visit [www.lasvegasmarket.com](http://www.lasvegasmarket.com)  
Held in January and August

## **MAISON & OBJET**

Paris Nord Villepinte Exhibition Center  
Contact Promosalons Canada  
Tel: 514-861-5668  
Visit [www.promosalons-canada.com](http://www.promosalons-canada.com)  
Held January and September

## **NY NOW**

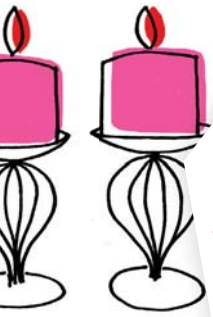
Jacob Javits Center, New York City  
Contact GLM at [www.nynow.com](http://www.nynow.com)  
Held January and August

## **TENDENCE - FRANKFURT FALL FAIR**

Messe Frankfurt, Germany  
Contact Neeta Correa at Messe Frankfurt Canada  
Tel: 905-824-5017  
Held every August

## **TORONTO GIFT FAIR**

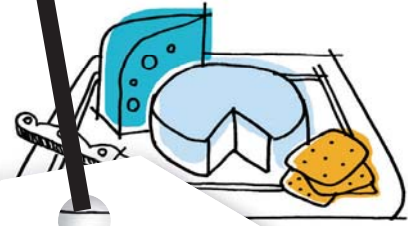
Toronto Congress Centre and the International Centre  
Contact the Canadian Gift Association at [cangift.org](http://cangift.org)  
Tel: 416-679-0170 or 1-800-611-6100  
Held January and August



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QUÉBEC  
GIFT FAIR

SALON DU CADEAU  
DE L'AUTOMNE  
30 AOÛT - 2 SEPT 2015  
MONTRÉAL

FALL GIFT FAIR  
AUG 30 - SEP 2, 2015  
MONTREAL

[salonducadeauduquebec.org](http://salonducadeauduquebec.org)  
[QuebecGiftFair.org](http://QuebecGiftFair.org)



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