

# HomeStyle

Canada's Housewares Magazine

July 2017

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# Contents



Take a tour of Pots and Paraphernalia, a beautiful lifestyle store in Duncan, B.C., on page 32



12



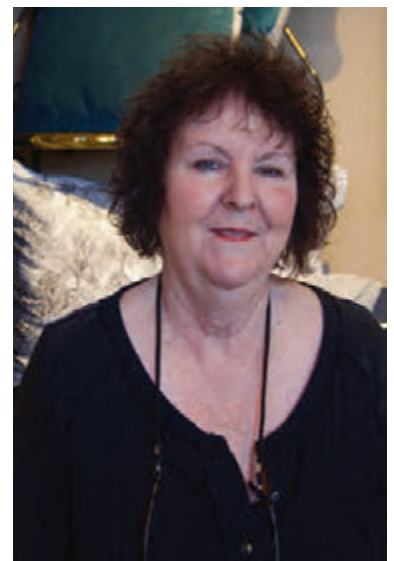
28

## Features

- 28** **A different kind of industrial revolution**  
Retail columnist Candace Sutcliffe explores the impact of robots on the retail world.
- 32** **Making the right retail choice**  
Terry Raven went out looking for a few items for her kitchen, and when she had trouble finding what she needed, she decided to open her own housewares store. She now runs one of the most enticing emporiums in Duncan, B.C.
- 40** **At home in London's Borough Market**  
We profile Borough Kitchen in the U.K., one of this year's global *gia* winners.

## New Product Reviews

- 48** Pepper Mills and Spice Grinders
- 52** Casual Dinnerware
- 56** Stovetop Cookware
- 62** Home Fragrance and Candles
- 64** Toronto Gift Fair Preview



32

# Departments



**58**

**6**  
Calendar of Events

**8**  
Opening Lines

**10**  
People In The News

**14**  
News in Review

**22**  
Vendors in the News

**24**  
Show Business

**73**  
Advertisers Index

**74**  
Expert Advice



**62**

## On our cover



Peugeot's Fidji Salt and Pepper Mills in Olive Wood have a graceful hourglass silhouette. Made in France, they feature an exclusive stainless steel grinding mechanism that is spice-specific.

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## Opening Lines

### It's a brave new retail world

There's never a dull moment in the retail biz – and I'm grateful for that. But Amazon buying Whole Foods, and Sears seeking bankruptcy protection in the same week? Wow.

While Sears is not a surprise for most in this industry, Amazon and Whole Foods is something else altogether. At first I was shocked, but the more I thought about the merger, the more sense it made. I'm not an expert on either company, but both of my kids have worked for Whole Foods (one still does) so I am familiar with their unique corporate culture.

What was once a novel merchandising concept for a grocery chain has now been duplicated – often more cost effectively – by everyone from Trader Joe's in the U.S. to regional chains like Longo's here in Ontario. In fact, once Walmart jumped into the \$700 billion grocery market, everything changed. At Walmart in the U.S., groceries now account for 56% of its \$486 billion in annual revenue and they have become a formidable online competitor. Meanwhile, the 'shop local/eat organic/buy quality' culture at Whole Foods presented the perfect niche opportunity for Amazon precisely because their merchandising approach and customer base is the polar opposite of Walmart.

When Amazon first got into the fresh grocery delivery business 10 years ago, nobody would have predicted it would one day lead to a \$13.7 billion takeover of the Whole Foods chain. But for Amazon CEO Jeff Bezos, this is just the beginning and his ambitions are much larger than a chain with just \$16 billion in revenue.

A decade from now, Amazon will have transformed the way people around the world get their food. That's because Bezos thinks long term and the laboratory for his grocery experiment is now global. In the last two years, Amazon has launched grocery initiatives in the U.K., Spain, Italy, France, Germany, and Japan. They are already altering centuries of entrenched behavior. In Milan, for example, Amazon delivers 30 kinds of fruits and vegetables through its Prime Now app, items that once would have been picked up at a local open-air market.

Amazon recognizes better than most that while the internet is fabulous and has drastically changed the way we live, it's not everything. People will always need to shop. There will always be a marketplace, a gathering place. But Amazon also understands that people are increasingly spending on experiences while shopping on phones and tablets. They need a good reason to visit a bricks and mortar store.

Sears is going under because, despite the fact they have a huge captive audience of catalogue shoppers who could have easily become online shoppers, they failed to make effective use of their customer data in order to become omni-channel.

Super-specialization is essential today. The age of generalization in which Sears prospered is over – middle of the road soon becomes end of the road. Department stores have to focus on each segment independently – the shop within a shop concept – and execute each one expertly, just to survive. The reason HBC is still here is because they continually innovate as they try to find a better way to connect with the consumer. They recently named the very talented Alison Coville – our 2015 *gia* winner for the spectacular Home on Seven housewares floor at their flagship store – to lead another transformation at Hudson's Bay.

The lines between traditional stores and e-commerce are blurring. Does this mean we're looking at the impending death of retailing as we know it? Of course not. Change has always been a constant in this business and good retailers will always be able to keep up. This is not the end of an era. It's the beginning of a new one.



– Laurie O'Halloran  
laurie@homestylemag.ca



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- Portmeirion and Royal Selangor Canada have announced that **Alexandra Amendola** has joined the company in a new position as Marketing Executive for the global brand portfolio. In addition, **Melissa Howard** has been appointed National Sales Manager for Portmeirion and Royal Selangor. Melissa has over 15 years of account and territory management experience in the gift industry.

- Crate and Barrel has named **Neela Montgomery**, 42, as the company's new CEO as of August 1st. She was most recently an executive board member with Crate and Barrel's shareholder, Hamburg-based Otto Group.

- **Michel Stébenne** is now Vice President of Sales for Atlantic Promotions.

- After an illustrious 30-year career, **Jacques Dubuc** officially retired from Trudeau on May 19th. (See page 12.)

I am absolutely delighted to read about the launch of Housewares in Hall 7. Well done to all involved in taking this initiative.

As we know, this wonderful industry succeeds from the combined efforts of retailers, suppliers and sales representatives all of whom share a like minded passion for what we do everyday.

As a sales agent, I most certainly have a vested interest in the success of this venture and am happy to assist in any way. I will do whatever is required to ensure this is an ongoing success.

*Tim Smith, Tim Smith Sales*

I received my copy of *Home Style* today and suddenly, all previous plans were aborted. I had to sit down and catch up on the industry news and trends.

I have been a part of this magazine since the first issue and faithfully read and saved every issue during my years with London Drugs.

Now that I'm retired, I still love it. Every issue is fabulous and so well done.

Kudos to all your articles – your writers are amazing. I love the ads and can't believe how far industry suppliers have come in terms of the content and design of their ads. Their marketing teams offer great inspiration and provide depth visually to the product.

I also love the photos of the industry get-togethers and parties. It's so nice to see some of the housewares greats still out there having fun.

Thank you for bringing life to so many products. I know there are a lot of talented buyers out there but each and every one can learn from your presentation of the different product categories – and I sure hope they do.

Once again, thanks for allowing me to remain a part of this remarkable industry. Keep up the amazing work  
*Mary Higgins, retired merchandise mgr, London Drugs*

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We were shocked and saddened to learn of the sudden death of **Jeff Murphy**, vice president of international for the International Housewares Association. Jeff died tragically after a fall during a hiking trip to Yellowstone National Park on June 7th. He was just 53.

On behalf of IHA and the housewares industry, our collective heart goes out to Jeff's family," says Phil Brandl, IHA president and CEO. "Jeff was a very intelligent professional, team player and a warm-hearted, kind person. He was a great friend to all, and IHA staff and his many colleagues around the world are struggling with this news."

Before joining the IHA in February, Murphy served as vice president of international sales at Wilton Brands for more than 13 years.

"We lost a true gentleman, a great father and a man with an incredible sense of humour," says former Wilton CEO Steve Fraser.

Jeff is survived by his wife, Erica, and children, Collin, 15, and Megan, 11.

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# Jacques Dubuc retires

*A tribute to a colleague, a leader and a friend*

by Robert Trudeau, Chairman, Trudeau Corporation

In January 1984, Apple unveiled the Macintosh computer; Michael Jackson and Paul McCartney topped the charts with "Say, Say, Say"; and another duo made its debut when Jacques Dubuc joined me at Trudeau Corporation as sales manager for the Canadian operation. From the get-go, he gained the full confidence and support of the team upon which our relationship was built.

When he was a young man, Jacques studied to be a watchmaker. Not surprisingly, he is detail-oriented, precise in his ways and always on time! A true salesman at heart, Jacques revelled in making presentations to buyers. He customized his sales presentations with content and ingenuity and presented with humour and relevance. He enjoyed great success over the years and easily earned the respect of the entire team while forging strong relationships with the retailers.

With the wind in his sails, in 1993 Jacques was named President of the Canadian division. These were the building years when Trudeau was launched as a brand developing its own innovative products. Jacques witnessed the retail landscape change from the domination of department stores and

independent retailers to the arrival of mass-market retailers. The Home Presence division was Jacques' brainchild – a separate brand to cater to the mass-market retailers.

A consummate professional, Jacques has proven time and again that he is a born leader, an independent thinker and supportive of his team. A man on a mission with a clear vision of where to go and what to do.

I travelled with Jacques for many years, visiting suppliers and attending trade shows. We enjoyed each other's company on those trips and have memories to cherish for a lifetime.

At Trudeau Corporation, social responsibility is part of our culture. Jacques, for his part, served for many years – including two years as chairman – on the board of the "Foundation of Stars," which raises funds for research into children's diseases.

Jacques immerses himself in novels and the autobiographies of successful entrepreneurs. Each time, his takeaway was the same: be inspired and perform. Evident in his work life, this mantra carries over to his outside interests. A rock 'n' roll aficionado, he played guitar in the band Avanti, which covered many songs by the Beatles. Even his sailboat is named after one of their songs, "Ticket to Ride."

Literally the captain of his own ship,

Jacques has a passion for sailing and taking care of his boat. It is where he relaxes and recharges his soul. Even though Jacques is retiring after 33 years and setting his sails in the direction of new and different interests, Jacques will always stay close to the Trudeau company, in an advisory capacity, as that is where his heart is.

Jacques, we are very grateful to you for your contributions to the company during your years of dedicated service. Congratulations on a wonderful career and best wishes for the next phase of your life. May you continue to have the wind in your sails for the years ahead and may they be filled with happiness, health and the fulfillment of dreams. This is my wish for you as I say "au revoir" but not goodbye!

---

*A warm "au revoir" from colleagues:*

"He is one of the most knowledgeable persons in the industry. I have much respect for his professionalism on positioning products in the market."

– Davide Sereni, Bormioli Rocco

"I had the pleasure of serving with Jacques on the CGTA board. He always brought strategic thinking in finding practical solutions to the industry."

– Bob Burke, Royal Selangor/Portmeirion

---

Jacques Dubuc is shown over the years with, left to right, Hugh McDonald, Jim Grant, Pierfrancesca Sanna and France Marchand.



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## Hudson's Bay plans a transformation

Following a disappointing first quarter, Hudson's Bay has named a new president of its Canadian division and is implementing a "transformational plan" that includes reducing 2,000 positions company wide.

For the first quarter of 2017, sales were \$3.2 billion, down 3% year-over-year. The company reported a decrease in overall comparable sales of approximately \$94 million, primarily the result of negative currency exchange rates.

According to the company, this new transformation plan will create two leadership teams, one focused on Hudson's Bay and one dedicated to Lord & Taylor, to drive market-specific strategies. The Hudson's Bay leadership team will be led by Alison Coville (featured in our March 2015 issue). She will focus on accelerating plans to build upon its successful transformation in Canada, while the Lord & Taylor leadership team – led by Liz Rodbell – will focus on increasing the pace of change at the U.S. banner.

The plan also includes the integration of digital functions throughout the organization; realigning resources including IT and digital, store operations and visual merchandising, buying and planning and marketing to increase efficiencies and leverage scale; optimizing in-store service and enhancing sales training for store associates. The company also plans to reduce its workforce by approximately 2,000 positions.

As president of HBC, Alison Coville will lead the management team responsible for directing operations for Hudson's Bay and Home Outfitters in Canada and will report to CEO Jerry Storch.

## New school of retail management at McGill

A \$25 million gift from the family foundation of Montreal businessman and philanthropist Aldo Bensadoun, who built the global retail shoe empire that bears his name, will pave the way for a new school of retail management at McGill University in Montreal.

"This is really a visionary gift to create the world-renowned school in retail management. It speaks to the generosity of the donor and his vision," says Isabelle Bajoux-Besnainou, of McGill's Desautels Faculty of Management.

The proposed School will offer academic programs from the undergraduate to the PhD levels with input from global retailers, conduct research on the fast-changing sector, and feature a retail innovation lab to test out new ideas, technologies and products within an academic setting.

## London Drugs to help new Canadians

London Drugs recently partnered with Lethbridge Family Services to launch #Welcoming150, a program to support 150 new Canadian families across Western Canada – some of whom came to the country as refugees.

The program supports families identified as still-in-need by LFS.

Customers could learn about the families being supported by visiting the London Drugs in Centre Village Mall. They could then donate items based on their specific needs of the families.

Right across the country, new families and refugees are in need of a number of products, according to LFS Immigration Services. These products include housewares such as dinnerware, cutlery, cookware, utensils, and small appliances and linens for the bed, bath and kitchen.

The inspiration behind #Welcoming150 is to provide continued support for those who come from unsafe backgrounds. It also honours the legacy of Tong Louie, whose family acquired London Drugs in 1945 and grew the company to what it is today.

According to a recent survey by the U.S. Dairy Innovation Center, 7% of all American adults – about 16 million people – believe that chocolate milk comes from brown cows.

## Square One hits the billion dollar mark

Mississauga's Square One shopping centre has achieved \$1 billion in annual retail sales for the first time. It's only the second Canadian mall to reach such a milestone. The mall has recently seen renovations to its common areas as well as the addition of new retailers, not to mention a recent expansion that added a luxury wing that is anchored by a 130,000 square foot Holt Renfrew.

The 2.2 million-square-foot mall is one of the largest in Canada, and one of the highest selling per square foot, according to Retail Council of Canada's Shopping Centre Study. Square One now boasts sales in excess of \$1,000 per square foot annually. The mall welcomes over 24 million visitors annually.

## TJX plans for growth through HomeSense

At the recent TJX annual meeting, CEO Ernie Herman said that the company will continue to leverage its business model to generate traffic gains and additional comparable store sales as a means to build the business and boost its value for investors while, at the same time, developing new initiatives.

He pointed to the introduction of the HomeSense retail banner in the U.S. as an example of new initiatives. Familiar to Canadians as a home-oriented off-price chain, the U.S. HomeSense format will depart from the earlier version and launch as a complement to the existing HomeGoods operation. The relationship between the two home-oriented off-pricers will be analogous to that between T.J. Maxx and Marshalls.

In addition, TJX will continue developing its digital operations, keeping them carefully differentiated from and complementary to the brick-and-mortar stores, and emphasize its loyalty program to entice more consumers through the doors of its various retail banners.

Even without the new store concepts, TJX expects it can bring the overall store count up to 5,600 globally from about 3,800 today.

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## Retailers In The News

### RCC honours innovative retailers

Twelve of Canada's most innovative retailers took home top prizes at the 2017 Excellence in Retailing Awards Gala during the Retail Council of Canada's STORE 2017 conference in Toronto last June. In addition to the ERA honorees, three Awards of Distinction were presented, and seventeen Retail as a Career Scholarships were awarded at the gala dinner.

The Excellence in Retailing Awards program is recognized as the pinnacle of achievement and industry recognition in a variety of categories that include in-store, online and omni-channel retail operations. This year saw 61 finalists from 35 exceptional retail companies competing for the coveted trophies. KPMG is the Presenting Sponsor.

"Each of these retail organizations is driven to deliver superior customer service, innovative business solutions and leadership in store operations. We are inspired and improved as an industry by their many accomplishments," says Diane J. Brisebois, President and CEO of Retail Council of Canada.

#### 2017 Distinguished Canadian Retailer of the Year Award

Presented to **Clint Mahlman**, Executive Vice-President & Chief Operating Officer at London Drugs, in recognition of exceptional achievement and leadership in retail.

#### 2017 Lifetime Achievement Award

Presented to **Bonnie Brooks**, former Vice-chairman of the Hudson's Bay Company for demonstrating outstanding business success and community service throughout her career.

#### 2017 Independent Retail Ambassador of the Year Award

Presented to **Allan, Anita** and **Lisa Malbranc** of Winnipeg's Diamond Gallery for embodying the true spirit of entrepreneurship and community service.

### Grocery stores tackle food waste

Americans toss out \$165 billion worth of food each year, often out of safety concerns fuelled by confusion about the meaning of the more than 10 different date labels used on packages, and grocery retailers think it's time to change.

The Food Marketing Institute and Grocery Manufacturers Association plans to voluntarily streamline date labels and begin using two standard phrases: 'best if used by' for quality and 'use by' for highly perishable items like meat, fish and cheese that can be dangerous to eat if they are too old.

U.S. food manufacturers will begin phasing in the change now, with widespread adoption expected by summer 2018.

"This is a great idea," says Michael Roberts, Executive Director of the UCLA Resnick Program for Food Law and Policy. "Hopefully, it will not only eliminate confusion from consumers but also reduce food waste. Most consumers want to be safe and cautious. Too often, they're throwing food away before it needs to be thrown away."

About 40% of food in the country goes uneaten. This new initiative calls for replacing phrases like 'best before' with 'better if used by' or 'enjoy by' with only two standard phrases to limit confusion.





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# Loonie tales

*This year marks the 30th anniversary of the “loonie.” In a celebratory statement, the Royal Canadian Mint boasted that their loonie had “found its way into our hearts” and was “welcomed” by 1987 Canadians. That “into our hearts” part may be true, but over three decades we have forgotten just how hated the coin was at its birth.*

## We had no choice

Many aspects of modern Canadian life were adopted grudgingly simply because the government told us to. More than a year after the loonie’s introduction, polls were showing support for the coin as low as 39%. Similarly, the U.S. had featured some version of a dollar coin since 1971 — but the American public has consistently refused to abandon their convenient and beloved \$1 notes. In Canada, authorities decided that the best solution was to refuse to give Canadians a choice to hold onto their bills. As soon as loonies were in circulation, \$1 notes were phased out and shredded.

## Using the loonie has cost Canadians millions

Canada replaced its \$1 bill with a coin primarily as a cost saving measure. Coins last longer, went the reasoning, so it would save Canada the expense of having to reprint its \$1 bills every few years. But banknotes get spent almost immediately, whereas coins get stashed into jars and can remain out of circulation for months on end. To compensate and keep enough dollars in circulation, Canada had to strike roughly two coins for every dollar bill it phased out. This worked out to about 300 million more loonies than there were dollar bills — a revenue windfall for the government. A loonie is just a 30 cent metal disk and since 1987 it has added up to about \$200 million in extra revenue for the federal government.

## “Loonie” was a term of derision

Outside Canada, it is still occasionally a source of giggles when people find out that we named our dollar with a syn-

onym for “crazy” or “folly”. And for the dollar-coin-hating 1987 public, a ridiculous name was part of the point. “‘Loonie’ wasn’t the warm fuzzy word that it’s turned into now,” Bret Evans, editor of Canadian Coin News, said in 2012.

## The coin’s original design was lost

To find a design for their new coin, the Royal Canadian Mint simply grabbed the motif from an existing one-dollar coin that had been minted in small quantities ever since the 1930s. Thus, the new coin would feature the time-tested image of a French-Canadian voyageur and an Aboriginal man piloting a canoe. But to save the \$43.50 additional cost of hiring an armoured truck, the Royal Canadian Mint entrusted a regular courier company to take the coin dies to Winnipeg. In an even bigger security oversight, the two dies were packaged together and placed in a box clearly labeled “Royal Canadian Mint.” Perhaps unsurprisingly, the dies disappeared in transit.

## The loon design is a reject from another coin

Imagine the surreal experience of being artist Robert-Ralph Carmichael in the late 1980s. In 1978, he drew a picture of a loon and submitted it to the Royal Canadian Mint as a design for a collectible gold coin. The loon was rejected, but nine years later Carmichael suddenly got a call that his loon had been dug out of the mint archives and was soon going to be one of the most recognizable images in Canada. His longtime home, Echo Bay, even erected a giant loonie in his honour.

## In 30 years, the coin has lost half its value

According to the Bank of Canada inflation calculator, a loonie today buys about as much as 51 cents would have purchased in 1987. When it was introduced, a loonie bought a liter of milk, three boxes of Kraft Dinner and two liters of gasoline. At current rates of inflation, meanwhile, by 2030 a loonie will be no more valuable than a quarter was in 1987.



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### Sears files for bankruptcy protection

After recently reporting another big loss in its first quarter, Sears Canada filed for bankruptcy protection in June and is closing some stores and reducing its workforce as it attempts to restructure.

Although some expected to see a liquidation, Sears Canada has been granted an order from the Ontario Superior Court of Justice under the Companies' Creditors Arrangement Act that authorizes the Sears Canada Group to obtain debtor-in-possession financing in the aggregate principal amount of C\$450 million with existing lenders.

Sears Canada said it expects the financing to provide it with sufficient liquidity to maintain business operations throughout the bankruptcy proceedings. The company added that it would work to complete restructuring and exit bankruptcy protection as soon as possible in 2017 and that it will be better po-

sitioned to capitalize on the opportunities that exist in the Canadian retail marketplace.

Sears Canada also announced the closing of 20 full-line locations as well as 15 Sears Home, 10 Sears Outlet and 14 Sears Hometown stores. A corresponding planned reduction in its workforce will include approximately 2,900 positions across its retail network and at its corporate head office in Toronto.

Over the past 18 months, Sears had pursued a reinvention plan that had begun to gain traction with customers, citing positive comparable store sales as evidence of advancement.

Under the reinvention plan, Sears Canada said it rebuilt its technology platform, redesigned its website, redefined its brand positioning, revamped its product assortment and rebooted its customer experience and service standards, along with a new store format called Sears 2.0.

### WS opens dual store

Williams Sonoma will open the largest version yet of its new dual-concept format in Seattle. The 7,000-square-foot store features kitchen and food products, including a curated assortment of food from local businesses, as well as the Williams Sonoma Home line of home furnishings. It also offers complimentary in-home interior design services, a cookbook club and monthly cooking classes. Design specialists will be available to help with the selection of furniture and décor, floor plans and paint colours.

The store has a dedicated retail space that includes living room, bedroom, dining room and home office furniture, as well as decorative accessories, bedding, bath, lighting and artwork. Williams Sonoma Home's team of trade customers will also benefit with access to new collections, fabric swatches and wood finishes.

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**Coffee-shopping** is a trend in China that's disrupting the traditional brick and mortar retail experience. When customers are coffee-shopping, they peruse in-stock items on a tablet, rather than on the shelves and racks of a retailer. It's so named for the social, cafe-like, atmosphere that's designed to entice shoppers to spend time in physical locations.

### Wayfair founders become billionaires

The frugality of Wayfair founders Niraj Shah and Steve Conine has paid off, putting the entrepreneurs onto Bloomberg's list of billionaires. The duo, who met as engineering students at Cornell University, launched the online site in 2002 and retained a combined 40% ownership after taking it public in 2014. As of June, they each have a net worth of \$1.37 billion.

### Amazon and Whole Foods: A culture clash?

In a move that positions the company as an upscale, natural food leader and provides broad on-the-ground market presence in the U.S., Amazon.com is acquiring Whole Foods Market for \$42 per share in an all-cash transaction valued at \$13.7 billion.

As part of Amazon, Whole Foods Market will continue to operate stores under its namesake brand and source from vendors and partners around the world, the companies said. John Mackey will continue as Whole Foods Market CEO and the grocery operator's headquarters will remain in Austin, TX.

Whole Foods has been experiencing declining revenue growth as competition in the gourmet and natural/organic food segments has intensified, but the Amazon deal will provide a convenience edge as the grocery store operator will have more ways to reach consumers through the e-tailer.

"Millions of people love Whole Foods Market because they offer the best natural and organic foods, and they make it fun to eat healthy," says Jeff Bezos, Amazon founder and CEO. "Whole Foods Market has been satisfying, delighting and nourishing customers for nearly four decades. They're doing an amazing job, and we want that to continue."

Completion of the transaction is subject to approval by Whole Foods Market's shareholders, regulatory approvals and other customary closing conditions. The parties expect to close the transaction during the second half of 2017.

Whole Foods Market operates more than 460 stores in the United States, Canada, and the United Kingdom.

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## Canadian Tire agrees to purchase Padinox

In early May, Canadian Tire entered into an agreement to purchase P.E.I.-based cookware manufacturer Padinox (owner of the Paderno brand). As part of the transaction, the manufacturing and wholesale distribution operations are being sold to Meyer Canada.

Meyer is the largest distributor of cookware and kitchenware in Canada and Canadian Tire is a key customer. Paderno is a well-known domestic brand with strong roots in Canada.

For now, Padinox president Tim Casey (the son of the founder) says it's business as usual with all independent dealers. (Paderno products sold by independent retailers are not carried by the major national chains.)

*Home Style* will have a full story on the acquisition and the impact on the Canadian market in the next issue.

## Birthday sheets to celebrate our 150th



Au Lit Fine Linens has introduced a commemorative Canada 150 sheet set, above. Featuring an iconic, monogrammed maple leaf as a subtle accent, the crisp white linens are woven with the finest quality Egyptian cotton and made here in Canada. A Queen sheet set is specially priced at \$150 retail and will be available throughout the summer.

"As a longstanding Canadian company, we are delighted to participate in this milestone with something befitting of the occasion," says Joanna Goodman, CEO of Au Lit Fine Linens. "This limited-edition set is made in Montreal with the highest quality fabric and makes a

lasting tribute to our beautiful country. I've never been more proud to be Canadian."

Founded in 1981 as a Montreal boutique, Au Lit Fine Linens was one of the first bedding stores in Canada to offer pure cotton sheets instead of polyester. Now, as manufacturers of its own brand based in Toronto, Au Lit is dedicated to changing the way people sleep through its selection of genuine quality fabrics imported from Europe and made in Canada, as well as its commitment to educating customers and enhancing their quality of life.

Call 416-710-4460 for more details.

## A water balloon with a difference

Canadians drink nearly 2.5 billion litres of bottles water a year. While the business side is booming – Canadians spend about \$2.5 billion on it annually – it also creates a lot of plastic in recycling facilities and landfills. London, England-based Skipping Rocks Lab hopes to reverse that trend with the creation of the Ooho.

The container is an edible, gelatinous sphere that is made entirely of plants and seaweed. It biodegrades in four to six weeks and is cheaper than plastic. It can also be coloured and flavoured.

The inspiration for the concept was a culinary technique called spherification. It's an excellent example of using nature for packaging purposes.

## Microplane graters win Red Dot award

The recently introduced Microplane Master Series collection of hand-held graters was a winner of this year's Red Dot Award for product design excellence.

Microplane shares the honour with the Florence, Alabama-based Carter McGuyer Design Group, which collaborated with Microplane in developing the elegant collection of premium graters crafted in walnut wood and stainless steel.

## Global appliance market sees growth

Global small appliance market grows 5% to \$60 billion

GfK has revealed the top six growth categories in the small appliance market which increased by 5% to \$60 billion (U.S.) at the end of 2016.

The data was revealed in a presentation at the IFA Global Press Conference in Lisbon, Portugal this spring.

One of the key drivers in the market is the floorcare category. In the last year there was massive growth in the cordless rechargeable handstick vacuum cleaner category. Also capitalizing on the cordless aspect is the robotic vacuum cleaner category.

According to GfK, the top six fastest growing categories in the small appliances market are:

- Rechargeable handstick vacuum cleaners – up by 40% to €2.3 billion.
- Robotic vacuum cleaners – up by 20% to €1.2 billion.
- Air cleaners – up 20% to €1.9 billion.
- Fully automatic espresso machines – up by 12% to €1.2 billion.
- Kettles – up by 11% to €1.4 billion
- Hair dryers – up by 18% to €1.35 billion.

All international territories have shown growth in the small appliance category, according to GfK:

- USA & Canada – value up by 3%.
- UK & Europe – value up by 2.5%.
- South America – value up by 7%.
- Africa – value up by 10%.
- Asia-Pacific – value up by 8%.
- Russia – value up by 4.5%.

## Ginsu expands sales

Douglas Quikut has expanded the Ginsu brand's sales focus to include Canada and the Caribbean. The company is partnering with PremStar on sales in those regions.

The full Ginsu cutlery line of over 100 SKU's will be offered. It includes new products such as Ginsu's dishwasher-safe cutlery, BioWood cutlery and the Huetopia collection that features a variety of multi-colour knife sets.



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### Gourmet continues to grow at Vegas market

The Las Vegas Market has added nine new showrooms and more than a dozen new gourmet lines, which will debut on floors C1 and C11 for the summer market, which runs July 30th to August 3rd. The Las Vegas Market will offer buyers access to more than 400 gourmet resources across 40 showroom floors and two temporary gift and home décor pavilions, show management noted.

“Gourmet keeps growing at Las Vegas Market,” says Dorothy Belshaw, president of gift leasing, and chief marketing officer, International Market Centers. “Since our 2015 launch of C11, the industry’s most dynamic new destination for gift-oriented housewares, tabletop and specialty food, gourmet resources have grown exponentially, making Las Vegas the nation’s fastest growing gift and home décor market.”

For the summer market, C11 welcomes three new showrooms: gourmet candy maker Katie’s Candies; the LuRay Collection of fine linens; and Sertodo Copper, a supplier of copper tabletop, drinkware and serveware. In addition, more than a dozen gourmet lines will debut on the floor with multi-line sales agencies Muir Sales and The Travers Group.

Six new gourmet-related showrooms also will debut on C1, including tabletop and gift supplier Ameico and Areaware, a producer of functional and unusual everyday objects.

The Pavilions at Las Vegas Market will also house a growing number of gourmet lines among its more than 500 exhibitors.

As part of a related attendance-building strategy, Las Vegas Market is continuing and expanding its partnership with two housewares buying groups, the Gourmet Catalog Buying Group and the Housewares Training & Information Group (HTI). Both organizations will have exclusive activities and promotions to entice western region buyers to attend, building management noted.

For information, call 508-743-8509 or visit [www.lasvegasmarket.com](http://www.lasvegasmarket.com)



### Ambiente determines trends for year ahead

The global consumer goods industry will meet in Frankfurt next spring from February 9th to 13th. Ambiente has become known as the trade fair highlight of the year as well as a trend barometer and an order and design platform in three product and service groups: Dining, Living and Giving. It covers the entire range of consumer goods in relation to the dining room, kitchen, household goods, luxury goods as well as living, giving and interior decorating. To date, 94% of exhibition space is already sold.

In 2017, the Frankfurt Fair attracted 4,460 exhibitors from 94 countries, showcasing their innovative products and services on 308,000 square metres of gross exhibition space for five days. Canada was represented by six companies.

Out of 141,000 visitors from 154 countries 755 came from Canada. The top ten visitors’ nations after Germany were Italy, China, France, USA, Spain, UK, the Netherlands, Switzerland, South Korea and Turkey. Less than six months before Ambiente three companies from Canada have already registered for 2018, including Adnart, Primera Marketing and The FHE Group.

After Denmark, France, Japan, the USA, Italy and the UK, the seventh partner country of the world’s leading consumer goods trade fair is now the Netherlands. “I am very pleased that we were able to win the Netherlands as a partner country for the next Ambiente – a country which is known for its outstanding design and which is both minimalist and experimental while also being innovative and unconventional,” says Nicolette Naumann, Vice President Ambiente. The presentation of the partner country will cover a wide range of products which are of an outstanding design quality. Curated and designed by the Dutch designer Robert Bronwasser, this year’s exhibition will be shown at Galleria 1. Bronwasser is an industrial designer who turns ordinary products into extraordinary items, both in their shapes and functions.

As always, Ambiente 2018 will feature the most important trends in dining, cooking, living and giving. The stylish and prestigious design studio Stilbüro bora.herke.palmisano has researched four trend domains and will be presenting these at a major special exhibition.

The Ethical Style Guide will provide information on sustainable and ethically manufactured consumer goods at Ambiente. And buyers looking for original product ideas will enjoy the Talents and Next areas. Talents will feature creative products in three distinct areas: Dining in Hall 4.0, Loft in Hall 11.0 and Fashion Accessories in Hall 9.2.

For more details, contact Neeta Correa at Messe Frankfurt (905) 824-5017.



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## Trend Tracking

### Fraud is easier with 'unattended retail'

Unattended retail is becoming a fixture of the modern-day retail experience and it's attracting plenty of attention from both consumers and fraudsters.

Almost all consumers have interacted with unstaffed or unattended retail systems, according to a study from *Consumer Reports*, which found that three-quarters of surveyed responders had tried self-checkout or self-service terminals in the past year.

The study also found that consumers overwhelmingly enjoyed using these unattended systems — 75% of those who had tried a self-service terminal said they enjoyed using it because they felt it saved time. And the appetite for more unattended retail seems to be healthy, considering *Consumer Reports* found that the top complaint among consumers was that retail stores and other merchants did not have enough unattended lanes in their stores.

But with that increased consumer attention and use comes interest from fraudsters, looking to seize upon some of those unattended dollars. According to Sydney Green, senior director of risk and authentication products at Visa, unattended retail terminals can be particularly appealing to bad actors, because there are no employees and often not even another customer to spot them in the act of committing fraud.

Green says the company is working to combat unattended retail fraud with Visa Transaction Advisor (VTA) — a product designed to keep criminals away from self-service terminals — and is finding success with it.

### Gum chewers more likely to be browsers

Brands and retailers are always seeking ways to keep shoppers in store longer, but they might be overlooking a simple tactic: give them gum.

A recent study out of Ryerson University's Ted Rogers School of Retail Management suggests that chewing gum might encourage shoppers to

spend more time browsing and thinking about what to buy.

Ryerson professor and study co-author Seung Hwan Lee, who studies sensory marketing and the impact of things like lighting, temperature and music on consumer behaviour, says the motivation behind the study was to understand products — which could potentially be offered as samples, for example — that might subtly influence purchase behaviour.

Other research has suggested that gum chewing can lead to increased blood flow to the brain, more sustained attention and better concentration, leading to this retail-focused study to be designed.

The overarching study, published in the *Journal of Retailing and Consumer Service*, actually involved five separate studies — four conducted with 300 students in a controlled lab environment at a U.S. university and one as a field study with 56 real shoppers at a major grocery chain in Toronto.

In the lab studies, participants were asked to perform tasks like imagining they were buying a book online, viewing a retail format of an airport or spending \$100 on Amazon to buy gifts. They were then asked to write down their thoughts or list the number of items they looked at before making their hypothetical purchases. In each study, researchers found that those chewing gum or chewable candy spent more time thinking and browsed more items. However, too much gum or a high cognitive load (such as shopping with kids or a loved one) lessened the effects of gum chewing.

Retailers' Facebook pages produce 25 times more impressions than their standard brand pages. That's according to MomentFeed, whose research also found that on mobile more than 90% of impressions come from Google and only 9% from Yelp, although Yelp impressions are about three times as likely to lead to conversions.



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# Retail Industrialization: Robots as workers are on the horizon

By Candace Sutcliffe, President, CA Paradis/The Chef's Paradise

I had written an essay during my high school years which correlated the role science fiction writers have in shaping our society, using Bertrand Russell and L Ron Hubbard's sci-fi and fantasy stories of utopian futures as an example. Early 20th century science fiction writers often presented the improvements technology had on our society in a positive light, exemplified in Russell's writing; however, after two world wars and two catastrophic atomic bombs, the tone became much darker. Utopian societies were quickly morphed into dystopian civilizations controlled by maniacal machines. Sci-fi stories of the past have become a present reality.

Technology has put extreme pressure on traditional brick and mortar retailing and we have yet to encounter our biggest challenge. Robotics and Artificial Intelligence (AI) are about to revolutionize the way we do business. While the thought of robots disrupting our retail environment may seem like an eternity away, so was the threat of the internet.

A recent study conducted by PwC found that U.S. retailers are in the process of automating roughly six million retail jobs over the next 10 years. This potential loss of employment represents nearly 36% of the entire American retail workforce. A shift to automation would potentially mean that the retail sector will replace more human workers than the manufacturing sector has.

Grocery and home improvement centres have used self-serve kiosks and checkouts for several years; however, companies such as Amazon, Best Buy, Target and Walmart (the largest retail employer) are all investing in the future of robots. Even Canada's oldest retailer, Hudson's Bay Company, announced it will invest \$60 million in robotic technologies to upgrade its 750,000-square-foot distribution center in Toronto.

Arguments can be made for and against the use of retail robots. From a consumer standpoint, most are already relying on smartphones and automated store kiosks to help make buying decisions. Walmart is taking the self-guided shopping experience to the next level with its patented self-driving shopping cart; essentially a small robot mounted under the cart carriage that is guided by a network of sensors to help match customer requests and available inventory, as well as make product recommendations based on buying habits. The collected data is then monitored by a central system that will cue auto-replenishment and track consumer buying behaviors.

Lowes Innovation Labs rolled out the LoweBot (aka OSH-bot) in 11 locations across California as a pilot project. For customers, LoweBot is able to help them quickly navigate the



store to locate products in multiple languages and answer basic questions while freeing up human sales staff to focus on customers who may require more experienced knowledge and/or more complex tasks. Standing five feet tall and weighing 85 pounds, the LoweBot (shown above) is equipped with a 3D scanner that can detect a human in front of it, voice recognition software and a laser at the base to avoid collisions. The sleek white "body" is enhanced by two flat screens, one designed to interact with customers via touchscreen and the other to push in-store promotions and geo-targeted marketing campaigns.

For the retailer, employee retention and basic wage increases will continue to put pressure on company profits which could potentially be softened by the use of robots. Information and product knowledge is immediately shared by way of a software update and can quickly provide extra help during peak periods without the additional salaries and countless hours of training (as was the intention of self-serve checkouts)

Automation through robotics can also reduce costly processing errors. Leading humanoid robotic company Softbank Robotics has even developed a robot, named Pepper, that can detect human emotion. Pepper is able to determine through sound and body indicators a person's general mood. This ability creates a sense of empathy between consumer and robot but also allows Pepper to use intuitive sensors to help protect against theft.

The use of retail robots is not designed to eliminate human workers. Businesses will still require creative thinkers and natural problems solvers; however, the quality of retail jobs will evolve into more complex roles as the industry automates. Businesses who are at the forefront will be seen as innovative and tech-savvy, much like those during the early days of ecommerce.

The use of retail robotics is designed to lower operating costs, increase productivity and enhance the customer experience by fusing the digital and physical world. ☺

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**SERVINGS** 4

- 1 ½ lb (675 g) skinless salmon
- 4 tsp finely chopped shallot
- 2 tbsp (30 ml) white wine vinegar
- 1 tbsp (15 ml) water
- 3 tbsp (45 ml) olive oil
- 2 tbsp finely chopped fresh chives
- 4 tsp (20 ml) lemon juice
- 1 tbsp finely chopped flat-leaf parsley
- 1 tbsp (15 ml) whole-grain mustard
- 1 tbsp chopped capers
- 1 tsp (5 ml) Tabasco sauce, to taste
- Salt and pepper
- Ice cubes

- 1** Fill a bowl two-thirds full with ice cubes. Place a second bowl on top. This allows the fish to remain cold during preparation.
- 2** With a knife, cut the salmon into small dice and place in the chilled bowl as you go. Set aside in the refrigerator.
- 3** In a small bowl, combine the shallots, vinegar and water. Let marinate for 5 minutes. Drain the shallots and discard the liquid.
- 4** Add the shallots and the remaining ingredients to the salmon. Season with salt and pepper and mix thoroughly.
- 5** Serve immediately with a green salad, toasted bread or homemade potato chips.

**[NOTE]** For an impressive presentation, lightly pack the tartare into a ring mould and remove. Ricardo uses the rings from the RICARDO Collection 2-in-1 burger stacker. They work perfectly!



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# Lifestyle choice

With an artistic eye for detail – but no real merchandising experience – Terry Raven has successfully turned a historic B.C. factory building into an extraordinary lifestyle emporium

By Jane Zatylny, West Coast Contributor



After 36 years in business, there's one thing Terry Raven, owner of Pots and Paraphernalia in Duncan, B.C., knows for sure. "I only have to get people through my door once. If they've been here once, they'll come back." She's right: I'm already planning my own return visit to this very unique kitchenware and home décor store.

Terry was born in Calgary and spent her twenties there studying and teaching art, working in an advertising agency, selling furniture, and working as an interior designer. It was there, when she was newly married, that she first felt an attraction to good quality kitchenware. "A store called Culinary Arts opened on 10th Avenue. It was all about real tools for kitchens – real gadgets and quality cookware," she remembers. "Until then, I didn't know cookware could make my heart palpitate."

In 1981, after she lost her husband in a tragic motorcycle accident, she moved to Duncan on Vancouver Island, population 5,000. "I was looking for a slower, gentler pace of life," she explains.

The decision to open a kitchen store happened organically: "I needed a few things for my home, and there didn't seem to be a kitchen store in downtown Duncan," she says. "I also needed a job, so that was pretty much it!"

Terry bought a building on Kenneth Street in downtown Duncan and her initiation into the world of retail began. "We renovated it every day for three months, non-stop," she says. "I was really quite clueless. Two weeks before the building was finished, I thought, 'I really should buy some merchandise!'"

She decided to visit a kitchen store in Courtenay, 45 kms north of Duncan, where she found the owner celebrating her last day of business with a glass of Champagne. "She was kind enough to give me a list of half a dozen suppliers," she says.

Terry and her sister visited several of those suppliers in Vancouver and bought the first of their inventory for





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## Retail Profile: Pots and Paraphernalia

the store. “They were all very nice to us, though they did raise their eyebrows a bit when they found out when I was opening,” she laughs.

On April 21, 1981, Terry opened her first Pots and Paraphernalia store, a 600-square-foot space in downtown Duncan. While she loved food, she wasn’t a cook or a baker.

“If someone wanted a flan pan or a popover pan, I’d have to figure out what that was and how to get it,” says Terry. With her artistic background, though, the decorative part of the business was not such a big learning curve. “I was always good at putting those things together,” she says.

In the early days, she limited her product selection to kitchenware, but

after expanding to 1,000 square feet, she added home décor and bedding. With demand continuing to grow, she built an addition on the back of the building and expanded again to 1,800 square feet.

Eleven years ago, she started looking for a larger location. “There were a lot of things that I couldn’t do because of the size of my store,” she says. “I’d also been the only game in town for a very long time. I thought if my customers are demanding more and I don’t provide it, someone else is going to do it.”

She set her sights on the historic Duncan Power Works building, a century-old B.C. Hydro storage facility just outside of the downtown core. When local accountants bought the land for a strip mall, the brick building was part of the



sale. “I never thought I’d be able to afford it, but they were very good to me,” she says. The sellers fixed the exterior and the roof, but when Raven took possession, the 5,000-square-foot structure lacked heat, power, phone, plumbing, and flooring. “It was basically a shell,” she remembers.

Construction took three months and resulted in an impressive retail interior with soaring, vaulted ceilings, suspended halogen lighting, three massive chandeliers, a partial second floor, and a storeroom. “My husband at the time ran the whole thing, and it went so smoothly,” recalls Terry. “He planned most of the shelving, and built all the cabinetry.” Then, with the help of family and friends, Terry closed her Kenneth Street store and set up the new Canada Avenue location in just ten days.


She opened her doors on November 8, 2016, and held a grand opening party a week later. Terry hoped her customers would follow her to her new destination store – and they did. “We were so frazzled, but people came for our opening and they just never stopped coming... droves and droves of people.”

Concerned that she might run out of inventory, Raven had stuffed her 1100-square-foot basement in her home full of extra cushions. “The thought was that if I didn’t have enough stock I could al-



Above: Owner Terry Raven.

Left: Dramatic staircase is adorned with luxurious linens and takes customers to the bedding department on the upper level.



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## Retail Profile: Pots and Paraphernalia



ways fill the space with cushions," she explains. "I had to keep ordering and ordering because things were flying out the door." But Christmas came and went without a single glitch.

The larger store gives Terry the space she craved at her old location to mass

out her product displays for maximum impact. Downstairs, on the functional side of the sales floor, a large assortment of FiestaWare is complemented by another expansive display of Le Creuset cookware and kettles. Terry also markets small electrics, gadgets, selected gourmet food products, cookbooks, bakeware, and a large selection of knives on this side of the store.

A huge sales desk positioned mid-store separates the functional area from the decorative side of the first floor, where lamps, clocks, tableware, table linens, barware, and vases are cross-merchandised to great effect with towering, colourful displays. "Colour is tricky," says Terry. "I rely a lot on fabric. We couldn't do our displays without it. It's a saviour when you have as many things as we do to display."

The display units themselves present



Her artistic training is evident in the displays that Terry and her staff set up featuring a cascade of housewares.

a unique challenge, too, due to the store's vaulted ceiling. While many of the shelves and cabinets that her second husband built are still in use, Terry is constantly on the look-out for oversized hutches, accessories, shelving units, mirrors, and other items she can use to merchandise her inventory. "It's a bit of an obsession," she laughs. "But they do make all the other stuff sell."

Upstairs, where she has positioned three oversized beds, Terry sells a range of high-end to luxury bed and bath products, including toiletries as well as a small selection of nightwear. Colour is also effectively used in this peaceful setting. Here, combinations of gray, white, and turquoise cushions, throws, and towels are merchandised in tall hutches, fine sheets, cushions, and pillowcases are stacked with care on shelving units.

In a retail environment that offers literally thousands of unique products for sale, Terry deals with a surprisingly small number of suppliers. Although she says she's bought from up to 120

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## Retail Profile: Pots and Paraphernalia

suppliers at a time, she now works with a core group of about 50 vendors. “

After all these years, buying becomes pretty streamlined,” she says. “You know the people who are reliable and who have the same taste as you.”

She has sold Danica oven mitts, aprons, and tea towels, for instance, since she first opened. “They’re the best,” she says. “They too have their business organized and streamlined.”

Other long-time suppliers include Le Creuset and Fox Run.

Terry travels to Toronto twice a year to attend the gift show, a trip she says is absolutely essential to her business. “It gives you information, and it gives you inspiration, even if you just pick up a few things.” She learned about wellness mats at the gift show from another retailer and has since sold hundreds of them. “That little tidbit alone has made me a lot of money,” she says.

Not surprisingly, the store attracts customers from far outside the Duncan area, including Victoria, Nanaimo, and the Gulf Islands. Many, especially her male customers, are initially enticed by the heritage building, which does look like a beautiful museum.

“They like to come in and kick the tires,” she jokes. “We really should charge them just to look around.”

Some women combine a trip to Pots and Paraphernalia with a visit to Cardno’s Shoes, a high-end shoe store in the heart of Duncan that’s owned by one of Terry’s close friends, Jean Cardno.

The bedding department is the store’s biggest draw, followed by kitchenware. “Suppliers tell me that nobody in Canada does it like this,” says Terry.

With the kitchenware, presentation is key. “Some of these items are available elsewhere, but they’re not presented the way I present them. Everything here is loveable... even the pots.”

Every August, all stock in the bedding department is discounted, but aside from this sale and the occasional offers she passes along from suppliers, it’s everyday pricing at the store.

“There’s no use when you’re in a boutique to try and compete with Walmart,

the SuperStore, or Winners,” she says.

The store employs seven staff, not including Terry, many of whom are long-time employees. “They’re fantastic,” she says, adding that she doesn’t believe in hiring truly part-time staff. Three of her staff help her with the displays and re-merchandise the decorative side of the store and the bedding about every six weeks.

“We get stock almost every day,” she says. “After a while it becomes a mess. We’re all very sensitive to it and know we need to rip it apart and start over.”

Christmas display set up takes a special effort with the store closing for two days. This uncompromising attention to detail, coupled with the store’s unique inventory, pays dividends. Last year, Pots and Paraphernalia had its best year ever, topping its sales for the previous year, which had been its best to date.

Terry’s success is well deserved according to Jim Cromarty, Vancouver Island sales representative for Danica Imports. “In my many years of supplying Terry with merchandise, I have found that she has an innate ability to merchandise her store by colour and style. Her store always sets the highest standard and it is impossible to walk out of it without buying something. Terry also has a great ability to select and keep great and attentive staff.”

While she has considered expansion in the past, Terry, now 65, says she is content with her single special location. “The best part about being a retailer is working in this beautiful building surrounded by beautiful things and people who are a lot of fun,” she says.

“Living in a small community and having a business for more than 36 years teaches you about relationships – with your customers, your staff, and your suppliers,” she continues.

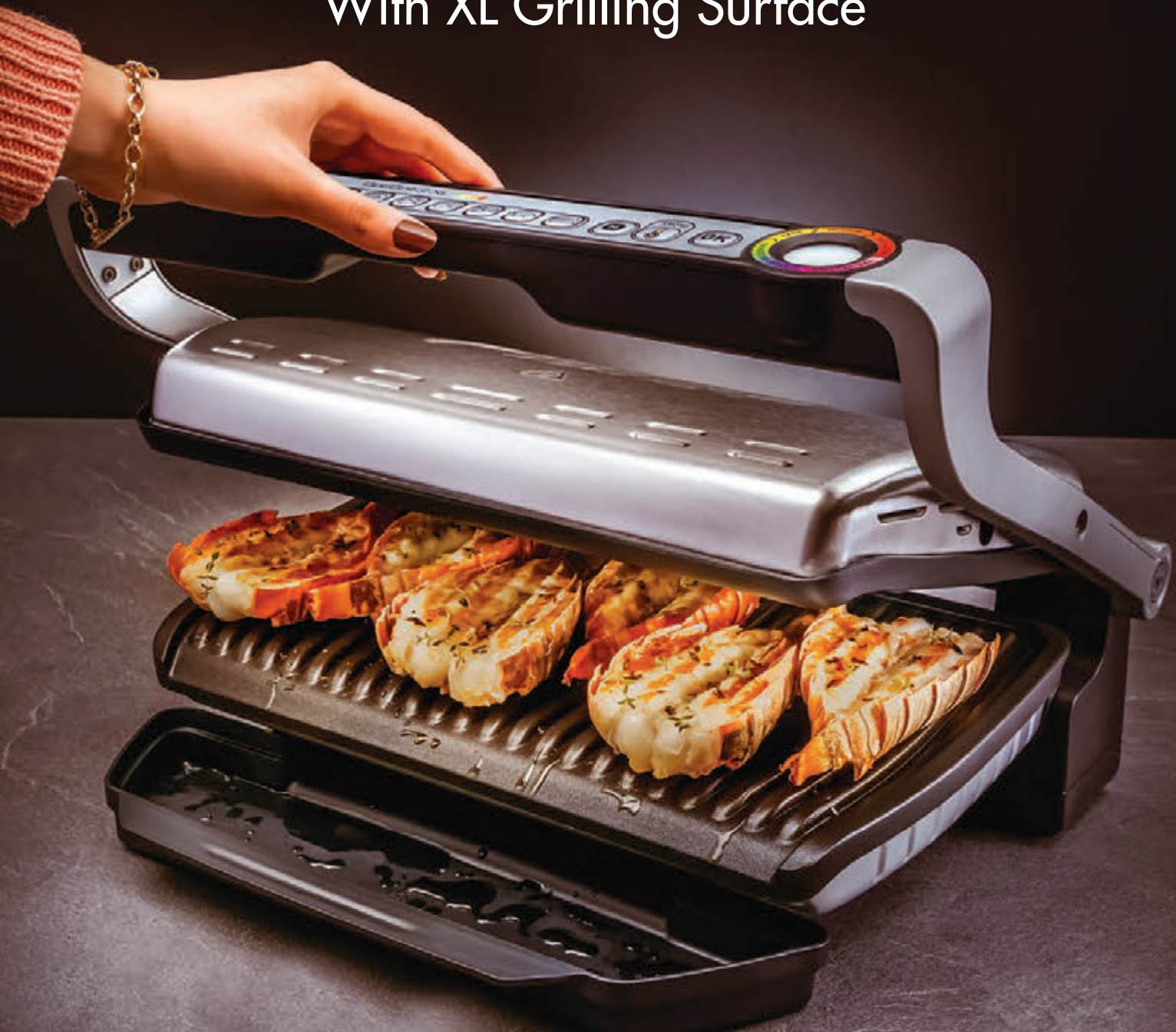
Terry tells me that she has customers now who used to sit on her counters as babies, proving her maxim about repeat business.

“They’ve been on this entire journey with me,” she says. “This is more than just a really fun business. This is a lifestyle for me.” ☺



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# Britain's beloved Borough



Michelle Hespe catches up with two Canadian friends who have created a passionate retail-based culinary community within London's Borough Market

Taking the step from being successful bankers to the owners of a happening kitchen retailer in a thousand-year-old London food market doesn't seem like the likeliest of career trajectories, but that's exactly what Justin Kowbel and David Caldana did. And it's turned out to be one of their best moves ever.

Both Justin and David have always loved entertaining and having friends over for dinner. However, one Sunday morning about seven years ago Justin realized he needed some extra kitchen tools for a dish he planned to make but he couldn't find exactly what he was looking for. It wasn't that the products weren't out there – they were – but they didn't have the quality and functionality that he wanted.

That's when something in Justin's mind shifted. Having grown-up in a small family retail business in rural Canada, he always knew he wanted to do something in retail. This provided the perfect opportunity to



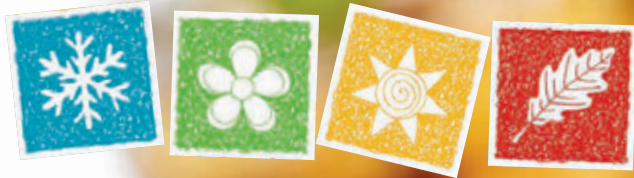


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combine the things he was so passionate about: retail and cooking/entertaining.

He was also lucky enough to have worked for a few highly successful companies in his banking career and his clients had become friends. They provided an invaluable sounding board to challenge his idea until he found himself taking the leap and quitting his job.

He was very aware that in retail it's all about location, location, location, especially when you're trying to make a mark in a busy, incredibly populous city like London. So after the idea of creating a cookware store for home chefs had firmly planted itself in Justin's mind, he knew that what he wanted to offer was an edited choice of the finest quality cooking products, collated in the perfect spot to attract the 'right' customer.

"There's not a lot of colour in our stores because it's about how things work, not what colour they are," he says. "Discerning at-home chefs want the highest quality, most functional products in order to be the best possible chefs they could be. Or they want a high quality "value" option. And they certainly don't want something that looks beautiful but doesn't perform well."

When he saw the future home of Borough Kitchen, Justin knew it was 'the one'. It was a new building with five-meter-high glass windows allowing its surroundings to become a part of the experience, in the middle of Borough Market. This special niche of inner London is rich with 1000 years of history, but is as relevant now as it has ever been because it is London's oldest food market.

Securing the dream building for the new store took 14 months of negotiating as Borough Market management are very careful about the traders who join the market, ensuring all retailers share its values. But Justin won them over, and Borough Kitchen came to fruition in 2013.

The partners opted to use only stark, clean lines and very little colour in the store in order to let the products shine.



# EXCITING BRANDS

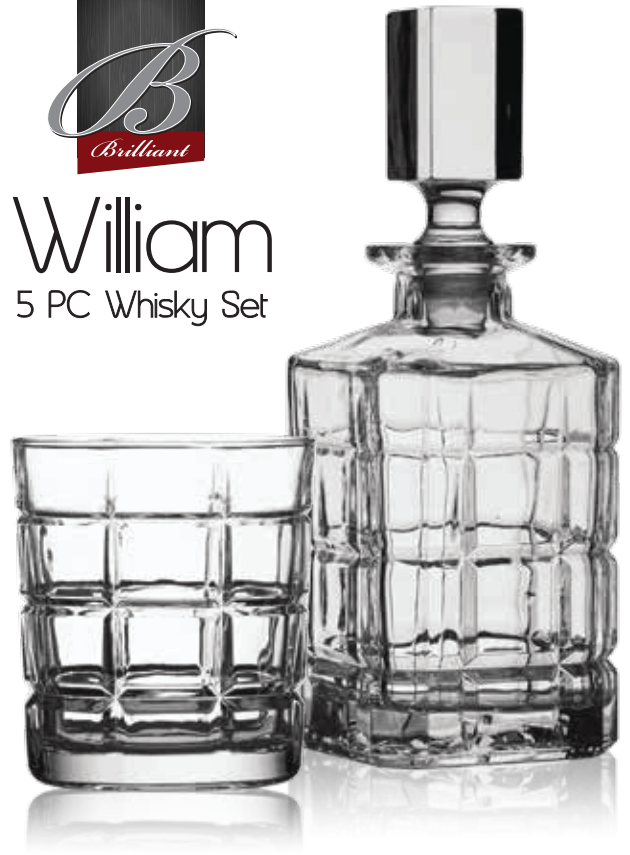
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David, also working in banking at the time, volunteered to start working on the weekends at the store, and the rest is history. “The people were so nice!” David says. “We couldn’t get over the fact that it was so much fun. It’s hard work, but we loved it right from the beginning. So I left my job as well.”

It wasn’t long before the men knew they had a winning concept on their hands, and that they needed more staff to keep up the attention to detail that they required. So David became a co-founder, and the dream continued to ex-

pand. In 2014, a Borough Kitchen online store was launched, and in 2015 another brick-and-mortar store opened in Hampstead, with an integrated demonstration kitchen and a product trial area. Four months later, due to popular demand, a cooking school was also opened in Hampstead. Then a year later, a third physical store, also with a cooking school, opened in Chiswick.

The brand’s inspiring yet simple philosophy is carried through in the physical design, such as the floor created from the same materials as classic end-

grain chopping boards, and the stripped-back merchandising that allows products to speak for themselves.

This streamlined sophisticated style is followed through in the cast iron shelving frames, the French grey-washed plywood cabinets, the marble, walnut and linoleum countertops and the stainless steel surfaces.

And just like the purpose of a master chef, Borough Kitchen has a focus on things that make a difference to a person’s cooking experience. “It’s all about creating an inviting atmosphere where customers can easily discover products and piece together their perfect kitchen,” explains David.

Borough Kitchen has done such a great job of creating this special atmosphere, that it’s not only resulted in a retail store that draws people back again and again to buy products, but has also led to the creation of a loyal community of food lovers intent on doing the best they can in the kitchen. “In-store and online, we share the reasons behind

The store’s inspiring yet simple philosophy is carried through in the physical design.





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## Global Honouree



why we love our products through cooking classes and tutorials that help our customers develop their techniques,” says Justin. “Our team of highly skilled, passionate foodies (many of them trained chefs) love engaging with our customers.”

The store also emphasizes the importance of touch – the tactile relationship between a person and the things to which they are attracted. Products are displayed without packaging so that people can touch them, and are merchandised by function and category rather than brand. The demonstrations are created to educate and inspire: customers test-drive knives on carrots and steaks, pepper mills are filled with peppercorns and coffee grinders with beans.

The duo also keep close to their community by using social media for the publicizing of events, sharing recipe photos, cooking tips and news of new products, and having engaging conversations with food bloggers, brands and their customers.

Job seekers must include their own recipe in their applications, because both men know that their team is the face of their business, and that they are integral to holding the community they’ve spent so much energy on creating together.

Becoming one of the five gia global honorees in Chicago was not something that Justin nor David expected, but it’s something that they value as much as the experience they’ve had so far in the retail business.

“The submission process makes you really think about what you are doing and what you are not doing as a business”, says David. “That’s a great thing, as change is essential for growth. We know we have to keep changing to keep up, with technology and with our community.”

For more information about the gia program, contact Piritta Törrö at [piritta.torro@inspiredconnection.fi](mailto:piritta.torro@inspiredconnection.fi). Additional information on the gia program is also available online at [www.housewares.org/show/gia-retail](http://www.housewares.org/show/gia-retail).

For more information about the International Home + Housewares Show taking place in Chicago March 10 to 13, 2018, please visit [www.housewares.org](http://www.housewares.org).

*Borough Kitchen’s branch in Borough Market is part of the food market’s community ([boroughmarket.org](http://boroughmarket.org)) that proudly celebrates its wonderful and diverse flavours, ingredients and local community, particularly poignant in the wake of the London Bridge terror attacks that took place near the market at the beginning of June. Borough Kitchen’s other branches are situated in Hampstead (North London) and Chiswick (West London).*



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# Do the Twist

*The latest designs in pepper mills and spice grinders*



**Trudeau** set about rebuilding the traditional pepper mill several years ago and the result is a collection of mills that are solid enough to be used by hotels and restaurants. The grinders are carbon steel with a spring loaded mechanism that ensures a consistent grind selection. The adjustment knob is knurled to allow maximum grip, even with oily hands. New this year is a 6-inch professional mill in brass, right, and metallic matte black, designed to complement today's kitchen.



**Peugeot** is unveiling the Royan beechwood mill, shown below. It has a delicate metallic tint that perfectly complements the natural veining of the wood. This latest model offers the spice-specific Peugeot mechanism that is optimized for either sea salt or peppercorns. The satin smooth finish is strikingly set off by a stainless-steel ring reminiscent of classic Peugeot design. The 5.5-inch mill is pillar shaped, with rounded edges and a gently curved indentation between the base and the head where the stainless-steel ring appears.



The Stockholm no-spill CrushGrind mil from **David Shaw** is available in two sizes: 6.5-inch and 8-inch. There is also a choice of two finishes, oak and black walnut, shown right. There is no more residue left on the table with CrushGrind's no spill feature. The mechanism is able to grind all spices from Tellicherry peppercorns to flax. All CrushGrind mills are easy fill.



**Zest** is a new device that helps users improve their spice literacy by recognizing foods and offering suggestions for the right amount of seasoning by highlighting recommended spices on an adjacent rack. The appliance uses image recognition technology to identify the items needing to be seasoned.





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# Do the Twist



Swissmar Imports will be launching new Andrea Holiday Mill sets, left, in August. Perfect for gift-giving, these value-priced mills have an acrylic body with coloured acrylic tops and a durable, all-purpose ceramic mechanism. Packaged in an acetate box, complete with printed bow. Also new is a range of olive wood mills in both contemporary and traditional designs. Shown left is the Torre olive wood mill with granite top. The Torre stainless steel mill, right, features brushed stainless steel in an elegant design. The mills have a durable, all-purpose mechanism that is ideal for either salt, pepper, dry herbs or spices. Salt and pepper mills are available in two sizes: 15cm or 20cm.

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# Setting the Table

*What's new in casual dinnerware and tabletop accessories*



The bright, colourful BIA pasta bowl set from **Danesco**, left, includes a serving dish and four single serve pasta bowls. The new soup mugs, below, are generously sized to wrap your hands around. Available in an 18-piece floor display .



The new Elements range from **Annieglass**. The sustainably-handcrafted line is designed to brighten autumn and winter gatherings. The unique textured glass servers and dinnerware are both versatile and durable.

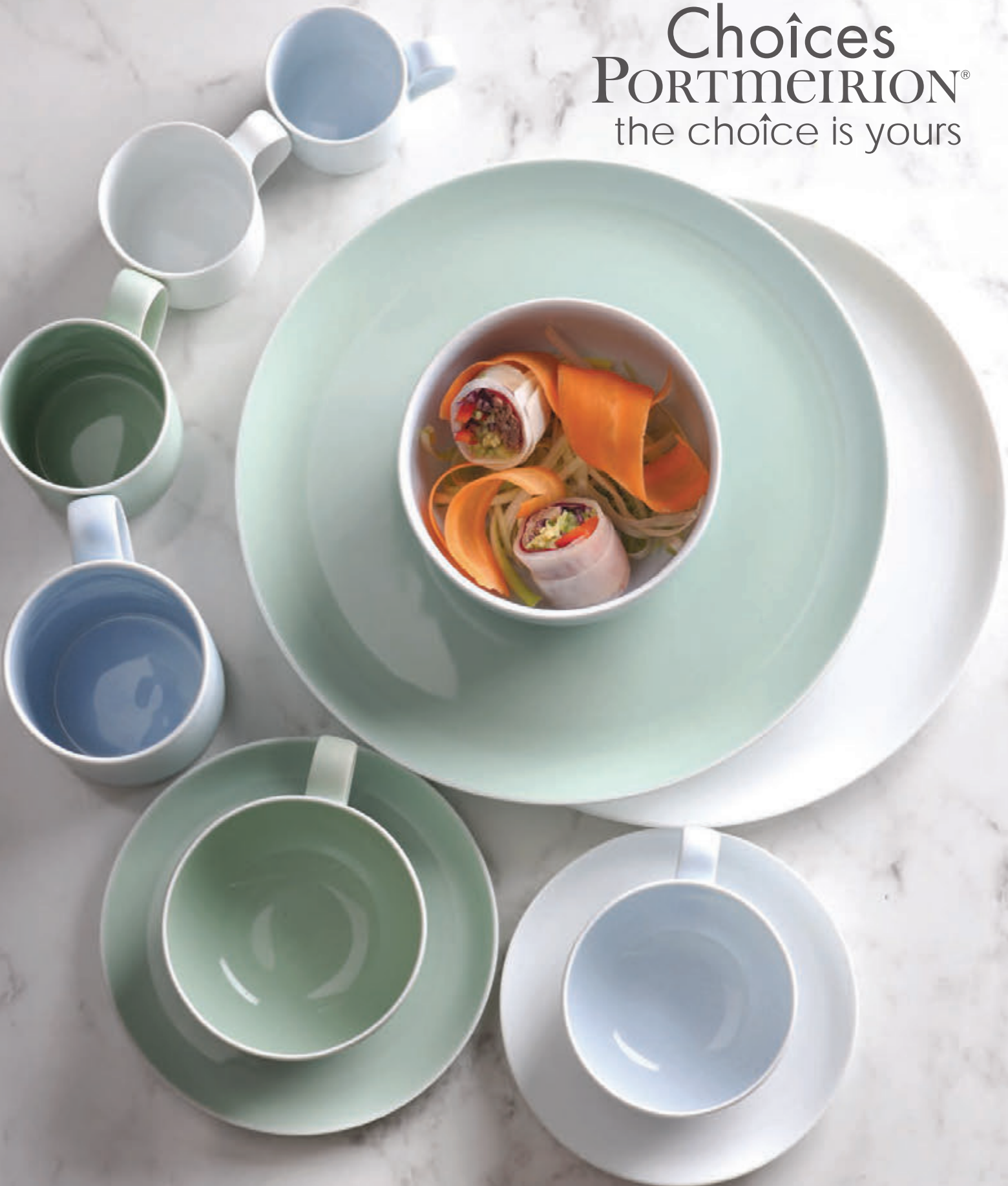


These lovely rectangular dishes from **Now Designs** are stamped with brilliant patterns in blue and white. They are a must-have for serving appetizers or can be used as a catchall for loose change, trinkets or jewellery.



The Batik line of dinnerware from **Zak** is available in blue, black or mint. It's designed to coordinate with a range of drinkware, serve-ware and kitchen prep products.

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# Setting the Table



Choices, below, was designed with London's award winning duo Queensbury Hunt exclusively for Portmeirion. The super-fine porcelain has a beautifully translucent finish with exceptional details. Dishwasher, microwave, and oven-safe.



Sara Miller London and **Portmeirion** have collaborated on a distinctive collection of stunning, vibrant designs with delicate 22k gold detailing. The Chelsea collection uses a signature design on premium fine china. Items are packaged in a beautiful foil pressed box.



**David Shaw** is launching **JULISKA**, a lifestyle brand with coordinating collections. The durable Portuguese stoneware features a rich depth of colour through the application of transparent,



opaque, and metallic glazes and a 'perfectly imperfect' finish. It's freezer, microwave, oven & dishwasher safe. Shown above left is the Puro pattern in three colours. Forest Walk is shown above.



Ellen DeGeneres has put her name on a range of new tableware collections from **Royal Doulton**. The eight different designs includes textured, brush stroke and mix and match sets with graphic details that bring Ellen's personality to life. Accent pieces are also available.

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# Stovetop Style

*Hot new cookware sets, skillets and frypans*



The Ballarini Torina granitium non-stick frypan from **Zwilling** comes in two sizes. It's high temperature-resistant with a forged body in food-safe, extra thick aluminum, left. Also new from Zwilling is a 12.5-inch wok with steamer (shown below) and a 4.8-quart pasta/asparagus pot, below left. The 3-piece wok set has SIGMA Clad 3-ply construction and an 18/10 stainless steel interior. The pasta pot has a SIGMA classic encapsulated base and scratch-resistant satin finish.



Available in a range of cool colours, the Combeek Dutch Oven has an enamel coating that is suitable for all heat sources. Offered in four different shapes, some with a convenient exterior thermometer. Distributed by **Browne**, this unique cooking pot is crafted in Holland and is made entirely from recycled materials – including railroad tracks – for a tough and functional design.



Every original shape in the Sophie Conran line comes from the soul. It's hand sketched and hand thrown and then cast in highest quality, pure porcelain for strength and durability. Each piece is created with coloured clay, which means they have a translucent glaze and are more chip resistant. The result is a strong, durable everyday item that can go from being fully frozen to a hot oven or stovetop and then straight to the table for presentation. The multi-functional cookware (with glass lids), dinnerware and serving pieces are interchangeable. From **Portmeirion**.







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# Stovetop Style



**T-fal**, a global leader in non-stick cookware, has developed an exclusive Techno Release technology for a new line of stainless steel cookware that makes searing and sautéing easier than ever. The innovative raised pattern on the cooking surface helps to retain juices from foods, which allows for cooking with less oil. The T-fal Techno Release cookware is 18/10 polished stainless steel that is compatible with all cooking surfaces, and dishwasher and oven safe. Each pan has cool-to-touch riveted handles with ergonomic grip and tempered glass lids with steam vents.



**Meyer Canada** has recently expanded distribution of its Circulon brand with a series of new cookware sets. The new lines includes Circulon Momentum, Symmetry and Ultimium. Each piece is constructed of heavy gauge hard-anodized aluminum and all three assortments are available as sets as well as select open stock companion pieces. They feature the patented TOTAL non-stick cooking system of high/low grooves and superior non-stick coatings.



Le Stock Pot from **Orly Cuisine**, top, is part of a complete range of quality stainless steel cookware offered at a value price. Also new from Orly is the Joseph Strauss Tough Pan in a crepe and grill version. Each pan is made of thick cast aluminum construction with a resistant and durable eco-friendly non-stick coating.





Discover the journey of Oyster at [LeCreuset.ca/Oyster](https://LeCreuset.ca/Oyster)



# Stovetop Style



**Paderno** is introducing a new 32 cm non-stick wok, above. It features a tempered glass lid and one of the world's toughest and most durable non-stick coatings. It is also induction compatible. Made of stainless steel, it's oven and dishwasher safe to 500°F.

**Counseltron** is excited to launch the new Dual Handles by Lodge. These dual handles give a modern twist to a timeless classic cast iron pan. They are available in two sizes ; 10.25 inches and 12 inches. With the two-loop style handles it is easy to store and it is perfect for the grill. This compact design fits nicely in the oven and even better on the table.



Engineered for high performance, Padova cookware from **Jascor Housewares** is coated with new Thermolon Infinity healthy ceramic non-stick for easy release and clean up. Constructed with heavy gauge hard anodize aluminum with scratch guard for even heat distribution and stainless steel handles for oven use. Padova cookware has tempered glass lids to monitor the cooking process without losing heat.



These Eve Induction Cast Aluminum Cocottes with non-stick coating are from Cookut France They're offered in three sizes (including a mini set) and can be used on all stovetops. The lid has a meat moisturizing system. Available from **David Shaw**, the cookware is PFOA & PTFE free and provides even heat distribution with low energy consumption and requires very little oil or fat for healthy cooking.





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# Home Fragrance

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Made in the UK., Wax Lyrical's range of home fragrances from **Portmeirion** are the result of collaborations with some of the world's top luxury brands. The line includes beautifully crafted candles in jars or tins to create a luxurious aura in the home. New releases include candles and diffusers for Portmeirion's Exotic Botanic Gardens, Wrendale, and Spode's Christmas Tree patterns.



**David Shaw** is introducing these Nordic candles by Muurla, above, Made in Europe, they burn through and leave the outer ring intact for a lantern effect.

Below, also from David Shaw Designs, the beautiful new Elysium collection of candles, diffusers and scented cards from Max Benjamin feature all natural blends of the finest essential oils and natural waxes.



**Abbott** is unveiling a range of aromabotanical scented candles that are a custom blend of Australian essential oils combined with sustainable soya and palm wax. The candles are available in clear or



white designs, in several sizes. Featured scents include white jasmine and sandalwood, lemongrass and ginger, pink freesia and rose, coconut lime, lavender, orange and camomile.

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# It's showtime in Toronto!

Customer 'experience' is the new buzz word for retailers, but it has always applied to trade shows, the original 'meet and greet' setting. And in an industry fueled by new products, we need trade shows – especially Canadian trade shows. That's why the housewares industry is banding together to bring new energy to the Toronto Gift Fair this August. Scheduled for the Toronto Congress Centre and International Centre from Sunday, August 13th to Wednesday,

August 16th, the Toronto Gift Fair will offer several new initiatives this summer. The newly formed Housewares in Hall 7 committee will be hosting a special Happy Hour on Monday evening, and all exhibitors have spent the last few months coming up with creative new opportunities on the show floor. Just a few of them are featured below.

I hope to see you at the August gift fair, where we can chat face to face and celebrate our country's 150th in style.

### Don't miss these Housewares Highlights at the August Gift Fair



- Visit **Danesco** in **Booth 7103** and you could win big! All customers who place an order at the show are guaranteed a gift. Discover how to win even more by playing the super fun PLINKO game for free merchandise, additional discounts, gift certificates and more. See where your chip falls and walk away a winner!

- Stop by **Peugeot** at **Booth 7222** and celebrate the world of spices and wine. All customers can enter their name for a chance to win amazing gifts and fabulous discounts. Don't miss out on the company's 'unprecedented Super Tuesday offer'!

- An incredible line-up of 22 new products will be presented at the August show by **Ricardo** in **Booth 7240**. The company will also be demonstrating Ricardo's new

7-Function rice cooker, slow cooker and ice cream maker.

- Retailers won't want to miss the **Danica** exhibit at the Toronto Congress Centre. The company is offering one lucky customer a chance to win Free Freight on all orders until Christmas 2017. Look for the signage in **Booth 7403**.

- Drop by **Cuisivin** in **Booth 7334** and learn how to become a Sushi Master in minutes with the company's Easy Sushi demonstrations. Cuisivin will also unveil a range of new items for the holidays.

- **Swissmar** has lots of excitement in store for the August show. As the new Canadian distributor for the line, Swissmar will be showing the Scanpan range of cookware for the first time. As well, a new range of Jamie Oliver bakeware will be unveiled and the brand new Cook line by Zyliss (shown below) will make its debut at the show in **Booth 7322**. As an added bonus, all retailers who visit the Swissmar booth are eligible to enter a draw for two airline tickets anywhere in Canada or the Continental United States!



- There will be plenty to see at the newly expanded **Fenigo** exhibit, now in a new location. Stop by **Booth 7180** and enter to win 25 custom printed ChicoBags with your store's logo (printed in one location, one colour). As well, the company will be introducing four brand new wholesale lines: iLids, B Factory Beeswax Wrap, To Go Ware and Greenpaxx.

- Make sure to visit **Ventures International** in **Booth 7327** to receive special show discounts from 10% to 15% on all the most popular brands, including Norpro, Weck and Spice Ratchet. The company will also debut several exciting new products from Norpro plus the new Smokin' BBQ. After the show, the company will take all orders written and have a draw for three prizes of \$150 each in honour of Canada's 150th birthday. (The prize will be presented as a credit on account.)



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## TORONTO GIFT FAIR HOUSEWARES PRODUCT PREVIEW



Swissmar will be showing the new Jamie Oliver bakeware range (above) as well as this new Zyliss multi-prep mandoline, left. The SmoothGlide food holder is spring-loaded to gently guide food into the micro-serrated blades for precise consistent cuts. The vertical feed opening of the pusher is designed to safely cut long foods like carrots.

Visit Booth 7322



The ultimate utensil library will be on display at the Danesco booth. The 'library' of culinary sets are available in three styles: 4-piece Acacia cheese knife set, 9-piece cheese tool set or 5-piece wine tool set. Each is cleverly packaged in book-style gift boxes, above. Also new from Danesco are these delightful gold accent mugs, right. The footed mugs are offered in a pattern of dazzling gold that carries over into the inside rim. Available in four patterns, designed to mix and match. Perfect for special-occasion gifting.

Visit Booth 7103



Melitta will be exhibiting in Toronto for the first time this August as they demonstrate the new Signature Series Pour-Over coffeemaker, below. An elegant interpretation of the original, the new series features a metal exterior and porcelain interior. The coffeemaker has two viewing holes for easy visibility and a medium-size drip tip.

Visit Booth 7172



Stop by InterContinental Mercantile to see this new copper Moscow Mule-style ice bucket, above. The VacuVin winer server/saver/pourer, below, lets users serve wine without dripping and vacuumize it to keep it fresh longer. It also functions as a bottle stopper.

Visit Booth 8229



Contemporary and sleek in design, the Bel-Air Arc Wine Cradle from Cuisivin holds most styles of bottles in the ideal position, highlighting the label. The reclined angle encourages the movement of air, naturally decanting and leaving unwanted sediment to settle at the bottom of the bottle.

The convenient slot below the neck of the bottle displays the cork after sensing the aromatics from a newly opened bottle.

Visit Booth 7338



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## TORONTO GIFT FAIR HOUSEWARES PRODUCT PREVIEW

**Counseltron** is excited to launch new Oval Stoneware by Lodge. Moulded out of natural clay, these elegant pieces are fired at high temperatures and then glazed with vibrant colours for a lifetime of stylish serving.

The 8 x 11-inch oval dish is available in three colours.

Visit Booth 7225



Grey Gourmet will present The Pyramid at the **Don Schacter + Assoc** exhibit. The stainless steel structure is both practical and decorative and holds 18 items.

Visit Booth 7035



**Abbott** will feature a line of enamel look stoneware jars with coordinating lid and spoons, left. The company will also show these attractive oval coffee machine tins, right. Available in three sizes and three colours. Visit Booth 11025 (Building 11)



**Berghoff** will be exhibiting the new Perfect Slice bake pan, now available with a convenient cover for travel and storage.

Visit Booth 7276



**RICARDO's** new Lunch Collection includes a Bento-style lunch box with two separate compartments – even a compartment for cutlery! It includes sauce and condiments containers and snack containers. All products are microwave and dishwasher safe. The latest addition to the **ROCK** cookware collection is a round casserole with an extra thick base, contoured rim and patented non-stick technology, left.

Visit Booth 7240





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## TORONTO GIFT FAIR HOUSEWARES PRODUCT PREVIEW



Hutzler Clip-Its from **David Shaw** hold towels in place on rails or handles. The compact design saves space and they're dishwasher-safe.



Make mayonnaise at home in less than a minute with the Mayozen by Cookut. It's a simple, foolproof and natural method that is all natural. Extra mayonnaise can be stored in the jar.



**David Shaw** will also show the Nordic collection of mixed media pieces featuring a variety of forest inhabitants. **Visit Booth 7314**

The **Chef's Choice** International 360° cordless kettle has a concealed heating element that is never in contact with water, so there's no mineral deposit build up. It boils water faster than a microwave oven with 1500 watts of power. It also features automatic shut off; boil dry shut off protection; water level gauge that is convenient for right or left handed use; comfortable ergonomic handle; push button, single hand lid opening and an illuminated on-off switch.



Also new from Edgecraft is the **Chef's Choice** professional electric food slicer, left. Offered in two sizes, it features a 10-inch or 8.6-inch diameter, hardened stainless steel blade. Constructed of die-cast metal with a tilted design for fast and efficient slicing. Both models have a powerful, heavy-duty induction motor for quiet operation and anodized aluminum blade cover. **Visit Booth 7820**



**Danica** will unveil a new range of hydration bottles from Zoku with either a stainless steel or glass core, left. The company will also present a charming new collection of cushions from Danica Studio. They come in an array of motifs, right, with a filler similar to down. **Visit Booth 7403**



**Fenigo** will be featuring B Factory beeswax wraps and the innovative Greenpaxx range of silicone straws, snack tubes and gummy molds. Designed for all sipping and snacking, it eliminates the need for plastic straws. **Visit Booth 7180**

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## TORONTO GIFT FAIR HOUSEWARES PRODUCT PREVIEW

These Final Touch Hard Cider Glasses from **Product Specialties**. The V-shaped bowl helps to enhance aromas and flavours. A flared rim contours to the lips perfectly. The extra-large stem and base provides increased stability and comfort, while a unique glass shape helps to visibly distinguish cider from beer. The glasses are ideal for any cider or even coolers and other beverages

Visit Booth 7261



Visit **Royal Selangor** to see the newest Skandia line, above, a reflection of Mother nature's artwork reflected in flatware. Inspired by nature with Scandinavian principles, Skandia serves up a variety of fashionable flatware options. Also being featured by Royal Selangor/Portmeirion is the newest designs from the House of Agent. Crafted from premium 18/10



stainless steel with exceptional attention to detail, the Argent Orfèvres line, shown above, offers sophisticated textures.

Visit Booth 11013 (Building 11)

The Kilner Fermentation Set from **Port-Style Enterprises** provides an easy way to create delicious fermented foods packed with vitamins, minerals and probiotic cultures at home. Perfect for creating live cultures of sauerkraut, kimchi, pickles and more. Just add your favourite vegetables, water and salt. Recipes and how-to leaflet included along with a 3-litre glass jar and push top lid. Visit Booth 7830



The Architec Gripperwood Acacia concave board, above, is designed for the juiciest grilled or roasted meats. On display at the **Jascor Housewares** booth, it features Architec's patented Gripper feet. The concave surface means the meat is never separated from the juice. It can be used with all types of cutlery. Jascor will also show the iSi Sodamaker Classic, left. It has a high quality classic stainless design and bottle made from PEN. The mesh casing and operating elements are also made of stainless steel.

Visit Booth 7213

### GIFT SHOW HOURS

Sunday – 9 a.m. to 6 p.m.

Monday – 9 a.m. to 6 p.m.

Tuesday – 9 a.m. to 6 p.m.

Wednesday – 9 a.m. to 3 p.m.



## TORONTO GIFT FAIR PRODUCT PREVIEW



Zwilling will feature a range of cookware and cutlery products. The new Staub Essential Oven with Rooster, below, is made

of cast iron with a rich design. The French oven has a decorative Gallic rooster on the lid, the national symbol of France. It has three layers of Majolica enameling in which the top layer is almost 100% glass. This oven also marks the Chinese year of the Rooster. Also new from Zwilling this fall is the Miyabi 4000FC KOH collection of knives, above. It has a strikingly modern appearance with forged construction featuring an FC61 super steel Katana style blade for durability and hardness. The Honbazuke hand-honed edge create an ultra sharp cutting blade and the octagonal handle is designed for comfort. **Visit Booth 7419**



### Advertiser's Index

Accent Fairchild Group	9
Breville	35
Counseltron	13
Cuisinart Canada	37
Cuisivin	6
DanESCO	29, 55
Danica Imports	19
David Shaw Designs	61
Edgecraft (Chef's Choice)	15, 25, 47, 67
Faema/Jura	41, IBC
Edenborough	63
Groupe SEB	39, OBC
Hamilton Beach	7, 57
Intercontinental Mercantile	43, 65
Le Creuset	59
Melitta	21

Microplane	26, 27
Nordic Ware	8
Orly Cuisine	IFC
Paderno	5
Picnic Time	16
Philips	23
Portmeirion/Royal Selangor	53
Product Specialties	10
PSP Distributors (Peugeot)	69
Ricardo	30, 31
Sandpiper Distributing	20
Swissmar Imports	49
Today's Bride	71
Trudeau	11, 51
Ventures Int'l (Norpro)	50
Zwilling	17, 33, 45

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### Summit helps retailers embrace e-commerce

Accelerating online sales within the home improvement retail space is the mandate of the Second Annual Home Improvement eRetailer Summit. This upstart networking event, being held September 13 to 15, 2017, at the Rosen Shingle Creek in Orlando, Florida, will feature a powerful conference series and valuable networking among vendors and leading e-commerce retailers.

The purpose is to help the hardware and tools, home decor, paint, housewares, lawn and garden, outdoor living, and flooring sectors develop winning e-commerce strategies. This year's event has expanded its category reach to include the full range of home products, including housewares and kitchenwares, furniture, and large appliances.

The highlight of this year's Summit is an "e-commerce boot camp" for retailers and vendors to learn best practices from leaders in the online selling marketplace. Keynotes will include both leading digital experts and front-lines sellers. The conference will be capped by a presentation by Alyssa Steele, Divisional Merchandise Manager-Home and Garden for eBay.

Retailers looking to understand the e-commerce space and vendors who wish to make real connections with leading eRetail decision makers will find this ground-breaking forum a way to meet, share ideas, and develop concrete strategies for growing online sales.

The Home Improvement eRetailer Summit connects manufacturers, distributors, and pre-qualified online retailers who are interested in increasing online sales.

If you would like more details, please contact Sonya Ruff Jarvis: [sonya@eretilersummit.com](mailto:sonya@eretilersummit.com).

# The fight against retail crime

Retailers throughout the industry are constantly working to protect their business and customers from the effects of shop theft

by Stephen O’Keefe, Retail Council of Canada Expert Consultant

The Canadian retail landscape is an ever-changing and competitive environment that demands retailers be agile and responsive if they want to remain relevant. Beyond the business of selling and everything that comprises that part of the operation, retailers also have to contend with the world of crime, for there is not much better a commodity to pilfer than cash and goods for sale.

Studies suggest that there is a very small portion of the population that is dishonest. Those same studies will tell you that there is an equal amount of strictly by-the-book honest people. The majority of the population lies in the middle, occasionally breaking the rules when the risk versus reward and rationale become overwhelmingly attractive.

This is where retailers must be vigilant or they will continue to lose the current average of \$4.6 billion per year to “shrinkage” – a term widely used by retailers to describe the unaccounted losses that become apparent when they take inventory every year. The majority of this loss is attributed to crime, perpetrated by customers and employees.

Retailers have collaborated in many ways in the fight against crime, primarily in the form of sharing non-competitive best practices when they find a solution that works. Many also partner with technology companies in the development of hardware and software that can offer such benefits as electronic article surveillance systems and cam-

eras that can track dishonest customer activity.

The reason these solutions are so valuable is that they provide a dual purpose; they assist in the detection of crime, as well as serving as a deterrent (those same studies that indicate that 80% of the population will do something dishonest if provided with the ideal circumstance of going unnoticed, also note that most people will think twice if presented with the fear of exposure). It’s the same thought process and reaction that we have when we see a police car on the side of the road: we hit the brakes, even if we aren’t speeding.

## Organized Retail Crime

Retail criminals have multiple faces. Included in that spectrum are those who steal for profit; essentially considering it to be their day-to-day job. Many of these people are involved in organized crime cells, whose systems are often quite elaborate. So elaborate, in fact, that at times, the honest population engages with these criminals unwittingly.

Here’s how it works: without getting into the industry-recognized language to describe the players, there are a number of different parties that steal the goods. These players can be recruited and offered a fraction of the value of the goods from the fence, who carries less risk. These groups use different boosters to avoid being connected, knowing full well that investigators use link associa-

tion software to connect the dots of organized crime.

The fence then collects all the stolen merchandise and “cleans” it, removing any proprietary markings that would connect the goods to the retail victim. Once cleaned, the goods are placed on the market, such as an online resale site. Or, to make matters much worse, and quite painful, the goods are sometimes placed on the “grey market” where some retail buyers go to purchase product at a lower cost, thinking they are looking at cancelled orders that might result from a store closure that suddenly leaves that store’s suppliers with surplus goods.

In this crazy world of retail crime, retailers must be aggressive with offenders. The sad part is that many shoppers find themselves caught up in this predicament; they think a simple shop theft is low risk, not realizing that they face the exact same consequences as the professional shoplifter if caught. If they are caught in the act, police are called, they get processed, attend Court with a high paid lawyer, and are tagged with a criminal record.

Sad but true, retailers have the goods that people want, which makes them the go-to place for both the honest and the dishonest customer. And so, in order to remain viable in such a competitive environment, they must take action and protect the honest customers from paying higher prices because of the dishonest customer. ☹️

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