

HomeStyle

Canada's Housewares Magazine

March 2020

BRIGHT IDEAS
in **FOOD STORAGE**

THE LATEST MIX IN
**MOTOR-DRIVEN
APPLIANCES**

YOUR GUIDE TO
HOUSEWARES *in*
CHICAGO



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Sheer Brilliance

Around the world, Le Creuset has introduced cooks to a new approach in the kitchen, where the quality of the tools and ingredients are at the centre of the experience. Made in Europe and born from the marriage of passion and function, Le Creuset stainless steel represents uncompromising cookware that Le Creuset is renowned for – in home and professional kitchens alike.

At Le Creuset, every product from conception to development embodies the same spirit of uncompromising perfection and authentic French style that was born when we created our first enameled cast iron French Oven

in 1925. Since then, Le Creuset has been the centerpiece of gatherings with close friends and family.

Performance and function are at the heart of this stainless steel collection, from the proprietary blend of metals that encompass the outer and inner layers of stainless steel, to the stay-cool handles or internal capacity markings that will never fade, this product is perfect for the stove – be it induction or gas – and can easily transition to the oven.

All cooking techniques can be mastered with the right Le Creuset stainless steel piece.

Poaching, pan or deep-frying, steaming, boiling, braising, can all be accomplished with over 10 different shapes and varied sizing to accommodate storage space and appetites.

Each product has been designed and crafted to avoid pitfalls that can discourage a home cook. Steam vents, dripless pouring rims, even clean up in the dishwasher make it not only elegant, but a practical choice for any kitchen. An instrument that adapts to any culinary endeavour one takes on - Le Creuset stainless steel cookware delivers chef worthy meals each time.

Contents



D.A.Niels Gourmet Kitchenware is featured on page 22.



14



20

Features

20 The *gia* goes to HOME on water st.

We celebrate retailers Peter Alyward and Don Moores as the Canadian recipients of the 2020 Global Innovator Award for housewares merchandising excellence.

22 A retail learning experience

We profile D.A.Niels Kitchenware in Winnipeg, where owner Neil Baker is always willing to discuss the finer points of knives and cutlery with his customers.

44 Get ready to be inspired in Chicago

A look at the on-site features, presentations and new products that retail visitors can expect at The Inspired Home Show, IHA's Global Home + Housewares Market, to be held at McCormick Place this March.

50 Toronto Gift+Home Market highlights

We offer a quick photo review of the new and improved January Toronto gift show.

New Product Reviews

28 Food storage containers

32 Stovetop cookware

38 Motor-driven appliances



22



50

Departments

March 2020
Volume 31 • Number 2



38

6

Calendar of Events

8

Opening Lines

10

People in the News

12

News in Review

15

Show Business

18

Retail Viewpoint

50

Social Scenes

53

Advertisers Index



46

On our cover



This year, Le Creuset will be promoting both stainless steel and the Blueberry range of enameled cookware in Canada. For the latest in stovetop cookware, see page 32.

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Trade Show **Calendar**

March 14 to 17, 2020

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IHA's Global Home + Housewares Market

McCormick Place, Chicago

Visit TheInspiredHomeShow.com

April 20 to 23, 2020

HONG KONG HOUSEWARE FAIR

Hong Kong Convention and Exhibition Centre

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July 26 to 30, 2020

LAS VEGAS MARKET

World Market Center, Las Vegas, Nevada

Visit www.lasvegasmarket.com

July 14 to 20, 2020

ATLANTA INTERNATIONAL GIFT & HOME FURNISHINGS MARKET

Americas Mart, Atlanta, Georgia

Call 800-ATL-MART or visit www.americasmart.com

August 8 to 11, 2020

NY NOW

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August 9 to 12, 2020

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**Hamilton Beach**

With glowing hearts....

This March will mark my 33rd year attending Canada Night in Chicago. And every year, before walking through those grand doors to the ballroom of the Intercontinental Hotel, I get butterflies in my stomach. I get them for two reasons. The first is because, as chairperson of this event, I'm hoping the evening goes smoothly and we don't run out of food. And the second is because I am always in awe of what our little industry has been able to pull together, basically from scratch, for well over half a century. Hundreds of buyers and sellers, competitors and peers, gathered together in fellowship and good cheer, all in one room. In another country.



For those of you who aren't aware of its humble beginnings, Canada Night began 70 years ago when a couple of Canadian suppliers got together for drinks one evening after the Chicago show. They invited a couple of retail customers to join them in a rented hotel suite and a good time was had by all. They decided to do it again at the next show and a new tradition was underway. Over the years, the size of the hotel suite grew as more vendors pooled their resources, created a committee to order food and beverages, and invited all of the top retail customers. A purely social evening, in a friendly atmosphere, it was the perfect way to unwind with fellow Canucks after a long day on the show floor.

As the party grew through word of mouth, an executive committee was established with a financial officer and chairman. Sponsorships were sold to industry vendors, who received four tickets and recognition as a host of Canada Night, including standing in the receiving line. All retailers have always been welcome to attend as their guests and they all do, primarily because of the rule that has been enforced from the start – no business is to be discussed on the floor.

In 1992, out of necessity, management of the event was handed over to the Canadian Hardware + Housewares Association. It moved to the beautiful big ballroom of the historic Drake Hotel and was superbly managed by Maureen Hizaka. But one thing has never changed. Canada Night was and is 'owned' by Canadian housewares vendors. It's quite a unique situation.

During its peak in 2000, Canada Night attracted well over 600 people. Everyone who was anyone was at the Drake that evening. The biggest buyers held court in their respective corners: The Bay/Zellers, Canadian Tire, Eaton's, London Drugs and, of course, the legendary Bill Fahey of Woolco. Dozens of bright young, up and coming independent kitchen store owners rounded out the guests. It was the ideal mix. The event would last three hours and afterwards, groups would head off for dinner or to a dance club, followed by a nightcap at the Long Bar at the Hyatt.

Today, retail is undergoing a dramatic digital transformation unlike anything we've seen before. Nothing is the same, and so many people are no longer with us. But Canada Night is the one tradition that continues to draw us together as an industry. It's now held at the Intercontinental Hotel on Sunday evening, and is run by Nicole Gamble of the CHMA. But by any measure, it's a huge success. In a market that is shrinking, it is still a must-attend event.

Last year, 330 people turned out and this year we're expecting about the same. When I walk through those ballroom doors in Chicago on Sunday, March 15th, I will be as nervous as ever. And just as proud.

– Laurie O'Halloran
laurie@homestylemag.ca



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People In The News

• After 44 years with the store, **Laurie Oehy** will be retiring this spring and closing the Academy of Culinary Arts in Toronto. The building has experienced ongoing structural problems which helped prompt her decision. Laurie, who is married to Swissmar president Daniel Oehy, plans to travel more, spend time visiting her children and enjoy summers at the cottage. She is a talented merchandiser and a well-respected member of our housewares industry and we wish her all the very best.

• **Iain Nairn** has been appointed president of Hudson's Bay, effective January 12. He reports directly to Helena Foulkes, CEO, HBC. Most recently, Nairn was CEO of kikki.K, a global Swedish design and stationery business.. Previously, Nairn was CEO of David Jones, Australia's leading premium omnichannel department store chain.

• **Anthony T. (Tony) Hurst** has been appointed president of Lowe's Canada. Based in Boucherville, Quebec, Hurst will report to CEO Marvin Ellison at Lowe's head office in Mooresville, N.C.

• Bloomingdale's GMM **Daniel Leppo**, Bass Pro Shops' **Johnny Morris** and Select Brands' **William Endres** will be honored by the Housewares Charity Foundation (HCF) during its annual Housewares Cares Gala on Monday, March 16 during The Inspired Home Show.

Leppo is the 2020 HCF Humanitarian of the Year. Morris, founder of Bass Pro Shops, will receive the HCF award for Lifetime Achievement for Retail Innovation. Endres will receive the HCF Lifetime Achievement award.

The 2020 HCF Gala, to be held at the Chicago Navy Pier, will start with a reception at 5:30 p.m. Proceeds will benefit the Breast Cancer Research Foundation, the HCF's legacy charity, as well as

the James Beard Foundation; Johnny Morris' Wonders of Wildlife Foundation; and Winning With Wyatt, supporting pediatric brain tumor research.

Co-chairs for the 2020 gala are Ron Diamond, president of Conair Corp., and Derek Miller, president of the International Housewares Association.

• **Groupe Marketing** has moved. The new address is 36 de Boigne, Unit 302, Blainville, Quebec J7C 0P2.

• The Joyce Chen, Origins and Keilen brands of cookware have been acquired by **Honey-Can-Do** from Columbian Home Products.

• Legendary *gia* Expert Juror **Martin M. Pegler** passed away on January 17, 2020, peacefully at his home in New York. A professor for 30 years in the Display & Exhibit Design Department at the Fashion Institute of Technology in New York, Pegler was instrumental in helping IHA create the Global Innovation Awards, growing the program into a globally successful event known industry-wide as "the Oscars of housewares."

Since the beginning of the *gia* program in 2000, Pegler served as an Expert Juror, and upon retirement in 2016 was named an honorary member of the *gia* Expert Jury. Recognizing his leadership role in *gia*, the Top Window Award was renamed the "Martin M. Pegler Award for Excellence in Visual Merchandising" in 2008. Also that year, Pegler was presented with an honorary *gia* Award for Lifetime Achievement.

Letters

I just wanted to mention that the editorial in *Home Style* in January was so accurate and relevant on the new "customer experience" expectations and how "exceptional" retailers are the ones who are well-positioned for the next decade and focus on "experience retailing." A great snapshot of our industry.

Michael Hart

Senior Vice President, Stokes Stores

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DanESCO to distribute S'well beverage ware

DanESCO has entered into a new partnership with S'well, the fashionable, reusable beverage bottle company that is known for 'giving back'. DanESCO will be the sole retail distributor for the entire S'well brand in Canada.

In 2010, Sarah Kauss launched S'well with the mission to rid the world of plastic water bottles. She believed that if we made a crave-worthy, reusable bottle that combined fashion with function, people would stop buying disposable bottles and we could reduce single-use plastic consumption worldwide.

S'well celebrates 10 years in 2020 with a strong brand message calling out MORE WAYS TO USE LESS and a product line that is continually expanding. The company has reinvented the water bottle, tumbler and bowl to keep beverages colder, longer.

S'well is also a proud partner of UNICEF, helping to provide clean and safe water to the world's most vulnerable communities.

Over the last 30 years, DanESCO has built a reputation as a leading distributor in Canada. Partnering with DanESCO gives S'well the opportunity to build brand awareness in our country while being part of the ever-expanding movement towards sustainability worldwide.

The slow cooker has become one of most-loved countertop kitchen appliances and after 50 years, is still the ultimate symbol of comfort food. In the 1970s, slow cookers were marketed as essential time-savers for working moms. It was comforting for women to know the family's dinner was at home cooking all day while she was at work.

The first patent for a slow cooker was filed in 1936 by an inventor named Irving Naxon. His invention was called "Naxon's Beanery," and it was primarily marketed through the Sears catalog and to restaurants as a warming vessel to hold their soups and chili. The appliance didn't reach mass-market appeal until Naxon sold it to the Rival company in the 1970s, where it was renamed the Crock-Pot.

How to make friends and influence people

Cocktail parties and receptions can be torture for some people, but they are a fact of business life. To make the most of these occasions – and to make more friends – author Euny Hong suggests we embrace the power of Nunchi: The Korean Secret to Happiness and Success.

Hong suggests we think of the party room as a beehive. Each person has a specific job, and yours is 'eye-assessing', or careful observation. Inferring what your peers are thinking and feeling, and how you should react (otherwise known as 'empathy') is the Korean practice of Nunchi, which literally translates to eye-measure.

Observers say in the short term, practicing Nunchi will save you from social embarrassment. In the long term, it will make the waters part for you. The 5,000-year-old concept is simple: Pay attention. All you need is eyes and ears.

Nunchi is like a sixth sense, an innate ability to choose the right partner, ask for a raise at the right time or make everyone you meet like you. Some people are born with it. Others hone it.

Butterscotch is latest colour for Fiesta

Homer Laughlin has announced the latest colour for Fiesta dinnerware – the 52nd colour since its introduction in 1936. Fiesta's 2020 colour is Butterscotch, a vibrant shade of orangey-yellow (shown below).

Fiesta introduced the new colour at The Atlanta International Gift & Home Furnishings Market in January.

"Butterscotch is a vibrant, cheerful addition to the 2020 Fiesta color spectrum," says Rich Brinkman, VP Sales & Marketing at Homer Laughlin.

Standard dinnerware pieces will be available in Butterscotch, including 3-piece Bistro Place Settings, 3-piece Classic Place Settings, and a variety of plates, platters, bowls, mugs, the signature disk pitcher, and serving pieces.



From expanding its fleet of robots to opening a cashierless market in Miami, Walmart is boosting its use of in-store technology across the U.S. The retailer will expand its shelf-scanning robots from 350 to 650 stores by this summer, while a new Neighborhood Market in Miami is debuting cashierless checkout, plus a "Check Out With Me" option, which allows workers using handheld devices to check out customers from anywhere in the store.



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Introducing the new Lodge Chef Collection™ for 2020.

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Retailers hit hard by Newfoundland storm

HOME on water st. was one of many small businesses in St. John's pummeled by a mid-January storm that dumped almost 80 centimetres of snow. After Newfoundland officially declared a State of Emergency, retailers such as Peter Alyward and Don Moores, owners of HOME (and this year's *gia* winner), were forced to keep the store closed for eight full days during one of the quietest times of the year. They had to cancel their trip to the Toronto Gift + Home Market in order to try and recoup some of that lost revenue.

For more on this award-winning store, see page 20.



Best Buy gives Calgary a new experience

Electronics retail giant Best Buy recently built one of its new Experience Store formats in Calgary. It's the company's first new build in five years.

The 34,000-square-foot store is adjacent to the northeast Sunridge Mall and features the latest consumer technology, a full major appliances department and vendor-curated areas where customers can see, touch, and experience products.

"It gave us an opportunity to build a store from the ground up which we haven't been able to do for awhile. It's the first new store opening in five years," says Glenn Minor, Vice-President of Retail for Best Buy.

Construction on the new two-floor store took 10 months and Minor says the retailer now has 41 new Experience Stores operating across Canada.

There are currently 131 Best Buy stores in Canada. The chain has become one of the country's largest and most successful omni-channel retailers, operating the Best Buy, Best Buy Mobile, and Geek Squad brands. In total the retailer has more than 170 Best Buy and Best Buy Mobile stores across Canada plus an expanded assortment of lifestyle products offered through BestBuy.ca.

Oakville retailer wins merchandising award

Nicety's in Oakville, Ontario was the winner of Swissmar's Scanpan JULY-HYGGE contest held last December. JUL means 'Christmas' and HYGGE is the Danish ritual of enjoying life's simple pleasures.

Stores were asked to create enticing displays featuring Scanpan and Swissmar products. The winning retailer, Carol Lachee, received two Air Canada airline tickets to travel anywhere within North America. Other finalists included Worldly Gourmet, What's Cooking and Attractions Musik et Affiches.



David Bailey, left, and Daniel Oehy of Swissmar present Nicety's owner Carol Lachee with her prize at the Toronto show.

U.S. sales increased over 4% in 2019

After December strength made up for a shaky November, holiday retail sales in the U.S. for 2019 increased 4.1% year over year to \$730.2 billion, the National Retail Federation reports. Online and other non-store sales increased 14.6% to \$167.8 billion and were a major factor into the industry total.

In key retail channels in 2019 furniture and home furnishings store sales advanced 2.6%. Health and personal care store sales advanced 1.6%. General merchandise stores sales advanced 0.4% while electronics and appliance store sales slipped 2% year-over-year. Declining numbers in the department store channel hurt general merchandise sales growth.





Top model visits Frankfurt spring fair

German top model Toni Garne was a definite bright spot at the Ambiente Fair in Frankfurt last February. As guest of honour, she toured the fair to see the latest lifestyle trends and learn about sustainable consumption patterns. (She's shown above with Detlef Braun of the Messe Frankfurt board.) Concern about the Coronavirus kept some buyers home, resulting in a drop in attendance. In total, 108,000 visitors from 160 countries visited the fair this year.

New Vegas Expo has easy-to-shop layout

The Expo at World Market Center Las Vegas, a brand new 315,000-square-foot exposition facility, is expected to transform the buying experience in the Las Vegas Market temporary exhibits when it opens this July.

With an easy-to-shop layout, enhanced category presentations and seamless connection to the Market's permanent showroom offerings, the Expo will expand the product resources available to furniture, home décor and gift buyers at Las Vegas Market.

With the new efficient-to-navigate layout, The Expo at World Market Center Las Vegas will provide visitors with a one-stop-shopping destination for temporary gift and home products. The grid-like layout will be divisible into two halls – North and South – which will showcase 1,000+ booths in six well-defined categories.

Beginning this summer, The Expo will present 650-plus temporary gift and home exhibits, a projected 25% increase from Winter 2020 Market, in six updated destinations: Design, Gift, Handmade, Home, Immediate Delivery and Luxe.

For more information on the Las Vegas market at World Market Center, visit www.lasvegasmarket.com

Atlanta market gets a new name

The Atlanta International Gift + Home Furnishings market has been rebranded as Atlanta Market.

The new name and updated brand positioning and logo was on display at the last session, held January 14 to 21.

The existing AmericasMart brand, IMC, will still be used for the market center's open-year-round showrooms and programming, and mid-season markets.



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Healthy living helps boost housewares sales

According to The NPD Group, U.S. dollar sales of small appliances grew 4% in 2019, and sales of non-electric housewares increased 2% versus 2018, with the combined growth amounting to an additional \$952 million in sales.

Healthy living and convenience were factors that helped drive the top performing small appliances of 2019, NPD noted. Air fryers, hot air stylers and robotic vacuums accounted for 42% of the small appliance industry's 2019 sales gains, each capturing more than \$100 million in incremental revenues for the year, reflecting double and triple-digit growth.

Top non-electrics growth drivers for 2019 demonstrated the consumer's increased focus on how they live in and outside of the home. Dollar sales of portable beverage ware increased 6% compared to 2018. In a nod to a more casual consumer aesthetic, housewares and dinnerware sales grew 11% in 2019 year over year. Canister and jar food storage, providing a sustainable way to enhance the role of food storage, captured 13% more dollars than in 2018.

"Home products continue to be a bright spot at retail because of their relevance to the key consumer trends driving growth," says Joe Derochowski, NPD home industry advisor. "Products for the home have the ability to meet the demands and desires of the key life moments, and that has been the primary driver of the home industry's growth over the past five years."

IHA releases 2019 industry market report

A strong economy has helped the housewares industry make new investments, despite continued uncertainty surrounding tariffs and cost pressures from the top and bottom according to the International Housewares Association (IHA). Many housewares suppliers will be introducing new products in 2020 that differentiate themselves from the competition, developing more ways to connect directly with consumers and continuing to fine-tune business operations.

"The economic environment right now looks and feels very positive, and I believe it will continue well into 2020," says Howard "Chip" Steidle Jr, CEO of John Ritzenthaler and chairman of the IHA Board of Directors. "Yet there's a good amount of pressure on our industry to manage the cost of tariffs, the rapidly changing world of shopping, and consumers' changing needs and wants."

Global housewares spending rose to \$394.3 billion, an increase of 8.3%, in 2018, according to IHA's new *IHA Market Watch* report. This continues a series of annual increases as the overall global economy expands.

Despite an ongoing trade war with China and signs of an economic slowdown throughout 2019, the U.S. is now experiencing the longest sustained economic expansion in U.S. history (126 months), as well as a 28% stock market increase.

Going into 2020, many questions remain about the status of the U.S. economy and the long-term effect of current tariffs on goods from China, as well as the uncertain future of these tariffs, the possibility of new tariffs on goods from other countries, and sometimes tenuous global relations.

Yet many housewares executives say there's much to be learned from having to manage in uncertain times.

"2019 taught us all some good lessons in dealing with uncertainty," says Paul Cosaro, CEO of Picnic Time. "Most of all, people got more accustomed to change. You can't be paralyzed by all the 'what ifs,'" noting that his company tapped into technology to help them stay nimble and competitive.

While online sales still account for only 11.2% of total retail, online sales increased 5.0% in the third quarter of 2019 (over the previous quarter). If you look at the traditional 5 P's of marketing – product, price, promotion, place and people – place is totally being redefined right now.

E-commerce News & Notes

- With e-commerce growing at a 10.5% annual rate, the carnage in bricks and mortar stores has been deep and wide. For every job created in e-commerce this year, 4.5 jobs will be lost by traditional retailers. In the U.S. alone, 57,000 stores (about 10% of the market) and 670,000 net jobs have been lost since 2008. It's expected another half a million jobs will be eliminated over the next five years.

- About 15% of all deliveries in urban areas fail to reach customers on the first attempt because of package theft and deliveries to the wrong house.

- Amazon has built up a fleet of 30,000 last-mile delivery trucks and vans since creating its own delivery network in 2018, and currently handles about half of its own deliveries. That's good news for manufacturers of vans, which includes Daimler AG's Mercedes-Benz, Fiat Chrysler and Ford Motor Company.

As carmakers cope with declining demand from consumers, they are boosting deliveries to their commercial customers. Sales to fleets are on pace for a record year, having already exceeded 2.6 million units through November.

E-commerce logistics costs in the U.S. grew 19% last year to \$168 billion, half of which is spent on transportation. Commercial vehicle sales totaled more than 734,000 in 2019, an 8.7% increase from the same period a year ago.

In 2018 Amazon told third-party merchants they could no longer use FedEx for holiday season ground delivery, saying the company's performance had been slipping. Amazon won't say how much of its deliveries are now handled through its own network, but the ratio will likely rise to 70% this year.

- A record 189.6 million Americans shopped from Thanksgiving Day through Cyber Monday in 2019, an increase of 14% over 165.8 million in 2018

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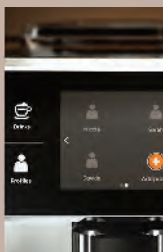


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Blurred lines

The manufacturer/retailer relationship

By Candace Sutcliffe, COO/Co-Proprietor
CA Paradis/The Chef's Paradise, Ottawa

Flagship (n): the best or most important thing owned by a particular organization.

Zwilling J.A. Henckels opened its first Canadian flagship store at the height of the holiday season, in Toronto this past December. According to their cleverly crafted press-release “The opening celebration [was] to offer consumers a unique shopping experience with a focus on innovative technology. The store will feature an experiential digital wall making the consumer's shopping experience more interactive and informative. Consumers will also have the opportunity to make direct purchases from the entire Zwilling J.A. Henckels catalogue of products.”

My initial vexation at their need to sell direct to consumers was quickly followed by confusion as to what was so revolutionary about a digital wall taking the place of real-live salespeople. I quickly came to the realization that this only made sense since the “people” part of our business has been eroding for some time now. Much like the manufacturing process moving to robotics years ago, it's a logical reaction for a manufacturer-turned-retailer to want to leverage technology in the retail marketplace.

I have a ton of respect for this long-time cutlery (and cookware) partner. Unlike some of their European counterparts, they have successfully navigated the inception of the European Union and the adoption of a unified currency. They have grown and diversified their business through a series of strategic acquisitions, spanning several continents.

According to recent stats, their global sales have risen nearly 30% in the past

five years, largely due to the emerging market in China, and their global initiative to drive consumer brand awareness by opening retail outlets and flagship stores across Europe, Asia and North America. But can “manufacturer direct” (as indicated on their website) really be sustainable beyond web sales? The long answer is maybe.

As a retail entity, they are now going to face many of the same struggles we have learned to master; staffing, real-estate leases, employee development, marketing, inventory overage and shortages, increased competition, etc. Staying relevant and worthy as a retailer requires flexibility and agility. That being said, I believe there is room for responsible manufacturers to become retailers and for retailers to start adopting a manufacturer (or importer) mentality.

Private labelling is on the rise and technology is enabling lower minimum runs on all sorts of branding opportunities but this becomes a double-edged sword. The less dependent a retailer is on a manufacturing partner, the more necessary for that manufacture to replace the business elsewhere.

The power of trust throughout the supply chain cannot be overstated. *The Harvard Business Review* polled 1500 specialty stores and their manufacturers on the importance of trust in a working relationship. Managers and buyers continuously stated that dependability was the driving factor of why some business partnerships work and others fail.

I spoke to several peers this past winter on the stock reliability at Zwilling. Everyone shared the same frustrations. Holiday sales were missed due to inven-

tory shortages and delayed turnaround times. Price matching at/or below cost to compete against our own supplier online. Lack of clarity on when orders would be shipped or received caused serious stock issues for a lot of stores who are entirely dependent on fourth quarter sales. While ramping up operations to satisfy their own retailer needs, a once stable and dependable partner really let a lot of people down.

Trust can help manufacturer-retailer relationships realize their full potential. By working together as partners, retailers and manufacturers can provide the greatest value to customers, at the lowest possible costs.

Currently in the supermarket world, industry experts are seeing successful co-operative partnerships between manufacturers and retailers who are accelerating the deployment of sophisticated systems that can predict just-in-time delivery, electronic data interchange, and consumer tracking systems that allow manufacturers to monitor in store sales directly, to then produce and ship goods in response to actual consumer demand.

It is estimated that such a cooperative selling model could save in excess of \$30 billion by consolidating superfluous inventory, duplicate administrative functions, and reduced transportation costs. Moreover, the results witnessed when manufacturers and supermarket chains do cooperate suggest that both sides could increase sales volume, and profits, by working together to customize offerings at different stores and for different end users. Key phrase : working together. 🐾



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We celebrate Canada's recipient of the 2020 Global Innovator Award for retail excellence – HOME on water st. in St. John's, Newfoundland

Photography by Dave Howells



From the moment you walk into HOME on water st., you are overwhelmed by the abundance of colour and shape and texture. With artful, carefully constructed merchandising displays, the store is a delight to the senses and packs a visual punch. All products are presented without packaging or price stickers so the item can speak for itself.

Not only do the elaborate displays encourage endless browsing, the customer service provided in-store is second to none. Offering a combination of kitchenware, appliances and whimsical, island-influenced giftware, HOME on water st. is a most deserving recipient of the industry's highest merchandising award.

Owners Peter Alyward and Don Moores (who creates the displays), shown left, will now attend the annual *gia* gala in Chicago on March 14th during the housewares show. They will be honoured alongside 29 other national retail winners, five of whom will ultimately be selected as Global Honourees.



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A wealth of knowledge in Winnipeg

Few people know as much about kitchen knives as Neil Baker, the owner of D.A.Niels, and he is always eager to share his expertise with others

By Laurie O'Halloran • Photography by Ian McCausland

Neil Baker has been in the food service and kitchenware business for 50 years and for all that time he has been guided by the same goal: to provide his customers with the information they need to make the right purchase for their kitchen.

Although Neil may be somewhat introverted for a retailer, he warms up quickly when he begins sharing his con-

siderable wealth of knowledge.

Neil was born and raised in Winnipeg, and as a talented painter, he initially considered a career as an artist but knew it would be a challenge financially. Instead, Neil began working for Hotel Systems and Supply in the early 1970s. The company supplied front desk registration and reservation equipment, as well as dinnerware, cutlery and glass-

ware to local hotels and bars.

He bought out two other partners in 1983, but quickly faced some challenges thanks to new drinking and driving laws in Manitoba. Rural hotels started to close down so, out of necessity, Neil moved more into restaurant supplies.

When Cassidy's (the largest Canadian restaurant supply company) went out of business in the late '90s, Neil was forced to move even more into domestic kitchen prep items. He soon found he had a natural ability for discovering interesting new gadgets that home chefs loved. "People are always so excited to discover something unique and functional that is also high quality," he says.

Working with many professional chefs over the years, Neil became an expert on cutlery, knives, kitchenware, and tableware, and decided he wanted to share his knowledge with consumers.

In 1999, he incorporated D.A.Niels Kitchenware and opened a 2,000-square-foot store in Winnipeg. He came up with the name by combining D for his son Daniel, A for his wife Anlyn, and modifying his own name, Neil, so that the letters strung together to form their beloved son's name, Daniel.

Initially, retailing proved more diffi-



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Retail Profile: D.A.Niels Kitchenware

cult than Neil imagined as money was tight and inventory was slight. But then, as luck would have it, Mark Snitzer, who was then the sales rep for Danesco, offered him a warehouse full of products with very generous terms. Adamo Imports and Browne followed suit, and after five mediocre years, sales at the store started to soar.

As the person who played a key role in getting the store off the ground, Mark (now with Counseltron) is proud of the relationship he has with Neil over the years, and of his retail success.

“Neil is one of the most knowledgeable people in the entire industry and is always willing to work together to achieve success,” he says. “The trust, honesty, integrity and friendship that we have developed over the years is something I will always cherish.”

It’s wasn’t long before Neil outgrew his store space. In 2004, he was ready to expand his footprint to 6,000 square feet, after he which he enjoyed a decade of remarkable growth and prosperity.

“I was fortunate to work in a business where most everyone is happy and enjoys what they do,” he explains.

Neil clearly enjoys what *he* does, and while visiting the Chicago and Toronto kitchenware shows, he is a discriminating buyer, trying to match what he likes, with what he knows will sell. It seems to be a winning strategy with his customers. Naturally, his best selling category is knives, and the store carries a wide variety of brands including Zwilling, Shun, Kikuichi and Victorinox, which are currently his best sellers.

Neil is always keen to share his love of fine kitchen tools with his employees, who see him as a visionary and a mentor. He also isn’t afraid to turn to his peers for guidance and advice and has long-standing relationships with other leading retailers such as Candace Sutcliffe in Ottawa. “We have a very similar approach and we think alike”, says Neil.

Candace agrees. “Neil is very knowledgeable about housewares and always has a cautiously optimistic view of new trends, but he is always willing to try new products. He is particularly pas-



The large, 6,000-square-foot retail space has a ‘warehouse’ feel with a huge range of products. Knives and kitchen tools are the best selling items, and customers include local chefs and culinary students.

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Retail Profile: D.A.Niels Kitchenware



sionate about knives and really knows how to identify quality and value when it comes to discovering new brands. One of his best qualities is his ability to listen to those in the industry around him; his staff, his peers and his suppliers all make up the fabric that is D.A.Niels Kitchenware. He is willing to take risks and is a true team player.”

She adds that “his love of travel and interest in global affairs always make for great conversation. His reserved demeanor is offset by his witty sense of humour; which can be seen throughout his store with the occasional fun gadget or quirky kitchen tool.”

Neil also takes pride in the way his products are merchandised and dis-

played. He and his staff, which includes two full-timers, Daphne Boon, and Debbie Rodger, and a few part-timers, work hard to create beautiful presentations throughout the large, airy space.

Neil still looks forward to coming to work, but recognizes things are changing faster than ever before. He is concerned about the future of bricks and mortar stores in a digital world but still thinks kitchenware customers want a personal interaction with the products they buy. “Good quality kitchenware is a long term investment,” Neil explains, “and it needs to be handled by the purchaser.”

Customers often come in and gleefully tell the staff how D.A.Niels is their favorite store in the city. Neil’s wife is in the process of helping the store update its website, but Neil says he has no plans to sell online. He adds, however, that the rise in vendor-owned retail stores is also a growing concern.

So what is the next step? Neil chooses not to speculate on retirement, even though at 75 years of age, he’s asked about it all the time. Neil is fortunate to have dedicated employees who enable him to enjoy travel with his wife, while maintaining a strong presence in his business. There is also no question about his energy. Neil works out regularly with a personal trainer at the Cross-Fit gym next door, giving him the stamina to keep doing what he loves, and giving Winnipeggers a culinary shopping experience that they love. ☺



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Store & Contain

What's new in food storage containers and canisters



The Packit collection from **DanESCO**, above left, now includes three new Bento containers that can be customized to fit any need. The line eliminates the need to carry multiple containers by using the dividers to wall off foods. They are designed to fit Packit freezable bags and are available in FLEX, lunch and snack formats.

DanESCO will also be promoting the Joseph Joseph Cupboard Store under-shelf system, above right. This innovative storage set makes use of every inch of cupboard space. It includes three 900ml containers that hang neatly from a sturdy rail that attaches to the existing shelf using 3M VHB tape. Each container has a see-through, airtight lid with easy-pull tabs and easy-pour corner.

Encouraging all customers to help make a difference through better storage that prevents spoilage, DanESCO offers a range of tote bags, reusable produce bags and reusable bulk food bags, left, all made of 100% organic cotton with drawstring closure.

WECK Jars are the perfect choice for home canning. Made in Germany and distributed by **Ventures International**, the jars feature open-tapered shapes for easy filling, rust-free, reusable glass lids and exceptional sealing gaskets. Several exciting new shapes will be unveiled this spring, including an extra large cylindrical jar, a 'Quadro' jar, and square shaped jars.





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Store & Contain



SiliconeZone is debuting the new EcoLid, a silicone reusable lid that is vacuum tight. The practical BPA-free lid acts as an airtight container lid to seal bowls, keeping contents secure and fresh.

They can be used in the microwave as a splatter guard for steaming or to store food items in the fridge or freezer.

Available as a set of three or individually in three sizes. Distributed by **Counseltron**.



The Food Keeper from **Ricardo**, above, has a press-fit sealing lid that expels all air out to keep food fresh longer and prevents browning. It has a two-cup capacity and is

safe to put in the dishwasher. The Kitchen Essentials range from Ricardo, right, features three Produce Keepers, each with adjustable vents for optimal freshness. An integrated colander allows users to wash and store food in one container. The grooved base promotes airflow while draining excess water from produce. They are also dishwasher-safe.



This spring **Cuisivin** will launch new Snak Carafe On the Go, above. Now available in a BPA-free, shatterproof, dishwasher-safe Tritan plastic, they are ideal for camping, patio, picnic or BBQ. Made in the U.S., the new line is available in two sizes, each with convenient finger notches.

GoodCook EveryWare containers from **Bradshaw Home** feature a clear body and gray lid to complement any kitchen. Each piece has a Click & Fresh audio lid that provides positive feedback to the consumer that the lid is closed and secure. Embossed, graduated measurement markings in both litres and cups let users know how much is in each container. Made of high quality, food-safe BPA-free polypropylene resin.



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Stovetop style

The latest in stovetop cookware, frypans and skillets

The last year saw the cookware industry in the U.S. plagued by the growing instability surrounding the tariffs implemented by the Trump Administration. However, many vendors believe that 2020 will be the year manufacturers are able to move forward and the industry will right-side itself.

Implemented in 2018, the 10% tariff on raw materials continues to have an impact on the cookware industry in North America. The added tax on steel and aluminum goods changed the landscape of the cookware industry while simultaneously stunting innovation, especially with metal-based cookware. This led to stagnated sales during the last year. However, the U.S.-based Cookware Manufacturer's Association noted that cookware saw an overall increase in sales of 2.5% during 2019.

"There's been a lot of disruption going on within the cookware industry in the past year, and we believe we'll continue to see the effects of this well into 2020 and beyond. From wholesale changes in upper management teams to factory closures to key brands suddenly ceasing to exist, combined with some shifts in strategy, I think we can rest assured that lots of change is to be expected in the years ahead," says Jennifer Dalquist, v.p. at Nordic Ware.

Cookware companies found themselves in a holding pattern during 2019 and many of them looked internally at strategies and processes to help thwart off potential losses. Some cookware companies elected to change their plans altogether. Tramontina, which expanded its Wisconsin facility only two years ago, shuttered the plant in favor of moving all of its operations to Brazil. Wisconsin Aluminum Foundry, however, chose to bring production back to the U.S., allowing it to absorb some of the financial strife it would have incurred if the goods continued to be imported from China.



The new Stackables range of everyday cookware from **T-fal** is designed to save up to 45% more space when nestled together rather than non-stacking cookware. The multi-functional cookware can go from stovetop, to oven, to dishwasher and even the refrigerator. The convenient storage lids make it easy to save leftovers. Each pan features the innovative T-fal Thermo-Spot. It turns solid red at the ideal temperature to start cooking for better cooking results. The non-stick coating is scratch-resistant and PFOA-free for healthier cooking and faster clean-up.



Meyer Canada is proud to announce it is extending its brand ambassadorship agreement with renowned celebrity Chef Michael Smith by introducing the Chef Michael Smith collection cookware. This collection features 18/10 stainless steel construction, secure riveted cast stainless steel handles, no drip lips and the heavy duty encapsulated base that this Canadian-made cookware is known for. Chef Michael is a proud "Islander" and thrilled to be a part of the Meyer family, creating world-class cookware right in Canada in Prince Edward Island. This new set features 1.5-litre, 2-litre and 3-litre saucepans, 5-litre Dutch oven, 24cm stainless steel fry pan and steamer as well as plush, tempered glass lids.

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Stovetop style



With Pantone selecting Classic Blue as the colour of the year for 2020, **Le Creuset** will put renewed focus on the Blueberry collection of enameled cast iron cookware, originally launched in 2018. Blueberry is a contemporary blue tinged with a gradient shade of deep indigo to create depth and dimension. The rich shade is striking, yet soothing.

The Lodge Cast Iron range from **Counseltron** now includes this versatile 6-quart Double Dutch Oven as part of its best-selling Chef Collection. The unique lid of the Dutch Oven can be used separately as a grill pan, giving a restaurant quality sear. When used together as a lid, the grill lines evenly distribute moisture for a solid baste. The aligned dual handles add comfort and functionality to easily move around the kitchen or serve at the table. Seasoned and ready to use, it's perfect for roasts, breads, soup and stews.



NUCU cookware is designed with commercial durability. All pans are manufactured with five layers of premium stainless steel and aluminum for exceptional heat conductivity. Each is fitted with riveted handles that ensure a long-lasting, secure fit to the cookware body. The ergonomic, encapsulated handle is designed for maximum comfort and balance. NUCU cookware works on all range types, including induction.



Bialetti Smartfit cookware from **Bradshaw Home** offers an easy solution to organizing and protecting each piece through a HALO ring system. The 10-piece nesting cookware comes with a patent-pending 5-piece HALO ring that is labelled top and bottom to keep the pieces from touching even when stacked together. Each pan in the line has a titanium reinforced non-stick interior, oven-safe handles and a heavy-gauge aluminum exterior. The lids are made of tempered glass.



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Stovetop style



Trudeau will continue to promote the brand new Heroic (above) and Pure (below) cookware collections. Launched last year, both lines are made of a forged aluminum, hard anodized material using innovative Resistech technology to produce an eco-friendly, non-stick surface.



Montreal-based **Orly Cuisine** is introducing two new items to their popular collection of eco-friendly, durable Strauss 'Tough' pans. The company now features a 2-litre saucepan, two woks and crepe pans in addition to the existing frypans, cookware and grills.



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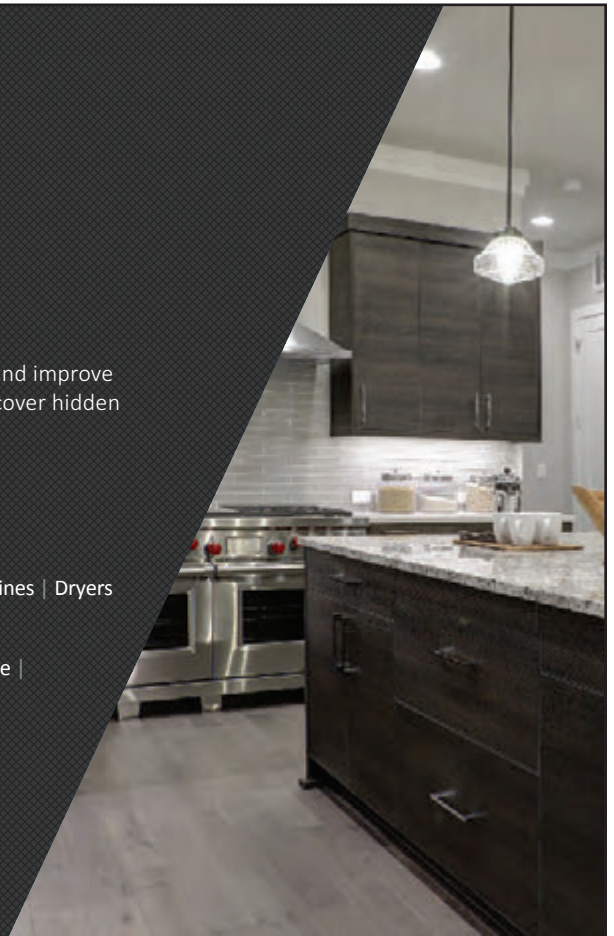
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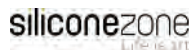
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The perfect mix

Trends in motor-driven appliances

By Pam Wood,
Director, Home, The NPD Group

2019 was an exciting year for small kitchen appliances. Sales rose by 6% vs 2018. It was the third straight year of growth for this category and comes after strong gains the two previous years (+5% in 2018, and +12% in 2017, +6% in 2016).

Growth this year represented an incremental \$47 million in sales. Gains were seen throughout the year, so not exclusively driven by holiday sales. From a category perspective, growth was robust with 12 kitchen appliance categories that NPD tracks experiencing gains versus 2018. At a time when consumer discretionary spending is under pressure, consistent retail sales growth is an indicator that Canadians are still willing to invest in their kitchens.

Motor driven appliances are an important segment, representing just over \$210 million in annual sales. While growth in this segment does lag behind overall kitchen appliance growth, there are some areas of growth to highlight:

- Single serve blending and processing: After experiencing softer sales in 2018, this category rebounded with growth again in 2019.
- Traditional food processors: Growth is being driven by smaller models, with compact food processors growing at +27%.
- Hand Mixers – both dollars and units are growing.

These growth areas highlight the shift towards smaller, and multi-functional devices in kitchen appliances. Categories like single serve blending, hand mixers, and compact food processors are outperforming their larger footprint related categories like traditional/countertop blending, food processors, and stand mixers.

These days, consumers are inundated with options for food consumption (restaurants, home delivery, meal kits). The fact that the kitchen appliance categories continue to grow shows that Canadian consumers haven't walked away from their kitchens. As the size of the average Canadian household continues to decrease and the number of one person households continue to increase in importance, it will become increasingly necessary for manufacturers and retailers to meet consumers' needs for products that are smaller and multi-functional and also meet their need for convenience.



Your customers no longer need to choose between a blender or a juicer thanks to the new 3X Blucier Pro from **Breville**.

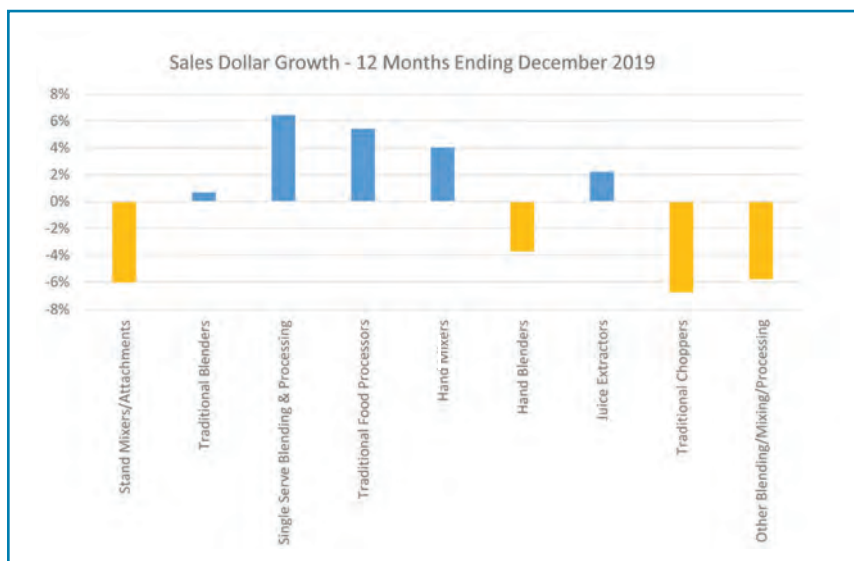
"Bluicing is our term for adding fresh juice to a blended mix," says Breville marketing director Brian Miller. "We have designed the blending jug to work with the juicer allowing users to combine different flavours and textures like never before."

The high performance blender juicer has an innovative, space saving design featuring the Kinetix contoured blade and bowl system and a 3.5-inch extra wide feed chute for shortened prep time. Cold Spin technology extracts fresh juice straight into a 50-ounce blender jug.

The five one-touch programs feature optimized time/speeds for tastier results. The 10 speed settings offer easy selection and advanced texture optimization for smoother, softer textures. It's ideal for creating natural nut butters or rich sauces.

The 3X Blucier Pro is also compatible with the VAC Q vacuum pump (sold separately) which removes air from the jug before blending.

Breville is launching the Blucier XL this year with a cross-country 'Juice and Blend Masterclass' tour in conjunction with culinary specialists who will demonstrate how to insert juicing, blending and now bluicing into their daily lives.

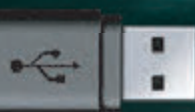


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The perfect mix

The MultiBlend system from **Hamilton Beach**, left, features 950 watts of peak blending power for the ultimate in flexibility. It comes with a 52-ounce jar for food and beverage blending, a food chopping attachment and a travel jar. It offers six settings including one-touch Smoothie and Ice Crush program. It's easy to clean with a drip-free spout.

Also new from Hamilton Beach is the Professional Spiralizing Stack & Snap, below. It comes with six versatile attach-



Philips is launching a new high speed blender with ProBlend technology that allows users to enjoy the smoothest, finest blended results. In addition to smoothies, it also makes soup, frozen drinks, desserts, almond butter, or even simple pizza dough. Variable manual speed options adjust from the gentle blending of soft fruit, to bursts of power for firmer ingredients. With a 2.4 horsepower motor and uniquely designed blades spinning at 35,000 RPM, it is powerful enough to blend an avocado seed. A noise reduction dome helps minimize blending noises, making it two times quieter than many traditional countertop blenders.

Macy's and Zola, a registry planning platform, have launched a wedding registry partnership. Engaged couples can now register for over 2,000 of Macy's private brand and exclusive gifts across bedding, bath, tabletop, and home, directly on Zola.

ments and has a 12-cup sealed bowl with pour spout. This food processor has an extra-large continuous feed chute and easy, stack & snap assembly.

Rounding all the motor-driven mix from Hamilton Beach is the Professional Juicer Mixer Grinder, bottom. It provides professional, restaurant quality performance in the kitchen. The advanced electronics system with intelligent speed sensor ensures the ultimate control whether grinding challenging spices like cinnamon sticks, turmeric or mixes like garam masala and processing dried chickpeas to make chickpea flour. It features a 2.2 HP motor and 13 custom program settings to provide unlimited options and creativity with any recipe. The Professional Juicer Mixer Grinder includes three durable stainless-steel jars and a 5-year warranty.



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The perfect mix



The convenient one-touch blending system on the **Salton** personal blender creates smoothies or shakes quickly and efficiently, on the go. The blades stop spinning once removed from the bottle for added safety. The blender can be used up to eight times on a single charge and only takes two hours to fully recharge.

The HandBlend immersion blender from **Mealthy** is the quick and easy way to puree, blend, chop, whisk and much more. Immersion blending makes silky-smooth soups right in the pot. It features 10 speeds, plus turbo mode for extra power, which is ideal to achieve that perfect consistency for smoothies, sauces and soups. The extra-roomy chopper bowl and smoothie cup with cover are each 100% BPA-free. The unit comes with a 500mL chopping cup, a 600mL smoothie cup with cover, whisk, and a recipe book plus a free recipe app for iOS and Android.



The **Braun** MultiQuick 7 hand blender features Smart Speed technology for faster and finer blending. Meal prep is easier than ever with a soft-grip trigger that rests comfortably in the hand. The user can control the blending speed without interruption by simply applying more or less hand pressure. The PowerBell system works beautifully on complex blends while offering less suction so pureed mixtures stay put.

This Personal Blender from **Ricardo** blends ingredients directly in the travel cup for healthy smoothies on the go. It features two interchangeable stainless steel blades and three speed settings (high, low and pulse) for blending to desired consistency.

The 300-watt motor provides maximum power for fast results and a smooth texture. It crushes ice in seconds and the extra large cups are ideal for up to two servings.

The compact design includes a cord that wraps around the base for easy storage. It's easy to clean since all removable parts are dishwasher-safe. It has an attractive brushed stainless steel interior and comes with a booklet of Ricardo recipes.





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Get inspired in Chicago!

Today's consumers want homes that reflect their personality, so retailers must inspire lifestyles. With that in mind, the International Home + Housewares Show has been reimagined as The Inspired Home Show – with new features and experiences added that will help you capture your customers' imagination and earn their loyalty. It will be held at Chicago's McCormick Place convention Centre, March 14th to 17th.

In addition to more than 2,000 exhibitors showcasing thousands of new products for all areas of the home, the Show offers visitors education and insight into business practices and trends that are shaping the industry.

The Inspired Home Show 2020 will feature a series of keynote presentations focused on up-to-date on trends in consumer buying behavior, product development and retail innovation.

Innovation: The Key to Success Through Colour + Trends

Leatrice (Lee) Eiseman, Executive Director, Pantone Institute

Monday, March 16 - 12 noon

Room S100, South Building

Vital to the concept of innovation is originality—a surprise, an edge, a twist or even a slight alteration to a familiar design. Most importantly, the trend to reinvented and imaginative colour combinations within a palette can make the difference in attracting consumer awareness and acceptance.

Join Leatrice (Lee) Eiseman as she walks you through the leading trends and the rationales for how, when and

why they will work in the marketplace.

Discovering Nature's Crossover Colors

Leatrice (Lee) Eiseman, Executive Director, Pantone Institute

Tuesday, March 17, 12 noon

Room S100, South Building

This presentation will focus on the most adaptable hues that can be used successfully in a range of color combinations. As these are the colors that appear most often in nature, our eyes become accustomed to seeing them in many applications. Come join Lee as she explains their versatility and how to make good use of the "crossovers."

Market Watch

IHA's look into marketplace dynamics and emerging trends that will drive the industry forward

Sunday, March 15, 7:30 am

Room S100, South Building

IHA, NPD and Springboard Insights present the five consumer trends that will guide home + housewares purchases in the next 12 to 24 months, and offer ideas on how every product category can take advantage of these trends.

The Home + Housewares Consumer 2030

Tom Mirabile, Principal & Founder, Springboard Insights

Monday, March 16, 7:30 am

Room S100, South Building

What will the world look like 10 years from now and how will living spaces be affected? There is specific data predict-

ing where society is heading and intelligence examining how consumer behavior will evolve. Join Tom Mirabile for a look at how these projections can inform product development, retail experience and consumer purchasing.

In addition to the keynotes, the show's Innovation Theater will feature over 20 presentations on international lifestyle trends, consumer purchasing habits, design, retail best practices and more. Located within the IHA Smart Home Pavilion in the Lakeside Center Lobby, the show's Smart Talks stage will feature presentations by industry experts on technology and product developments in the Smart Home and the Internet of Things.

Keeping in line with the new, more consumer lifestyle-focus of the event, The Inspired Home Show has also reimagined all of its display areas to better align with the needs of retailers seeking to meet the emerging needs of their customers.

Home to the Smart Home Pavilion, Inventors' Corner and Inventors Revue, the Hall of Global Innovation in the Level 3 Lobby of the Lakeside Center features two new exhibits:

- **IHA Market Watch.** As part of a new annual report and keynote presentation, IHA will unveil this companion display that features products leading the way on emerging consumer trends.

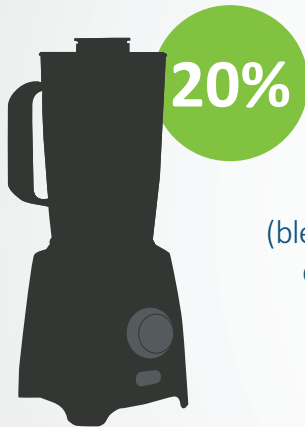
- **Smart Retail Experience.** Noting today's challenge of bringing consumers into brick and mortar stores, IHA will feature an experiential retail area in the Smart Home Pavilion demonstrating multiple ways to enhance the in-store experience, including augmented reality, RFID product recognition and information, heightened POS display opportunities and the ability to purchase customized, out-of-inventory items in an on-site environment.

More information on the show, as well as online pre-registration is available at TheInspiredHomeShow.com.

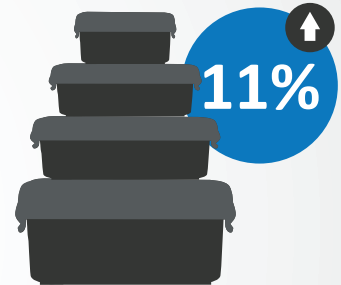
The International Housewares Association will be keeping coffee top of mind this year at the 2020 Inspired Home Show. The association has partnered with Counter Culture Coffee of Chicago and the Specialty Coffee Association to highlight and showcase coffee in a dedicated display. The Celebration of Coffee Pavilion will be located in the front of Lakeside Center, booth L12313. The exhibit will also include a tasting pavilion and light education provided by professionals and baristas.

Canadians in the Kitchen!

Kitchen appliances were up 6% in 2019, contributing to overall retail sales growth. Canadians are still purchasing appliances for food preparation and storage. While overall sales were flat (+1%), there are some growth areas to focus on in the year ahead. **See what we're seeing ...**



Motor-driven appliances
(blending/mixing/processing/juicing)
drove 20% of kitchen appliance
sales in Canada.

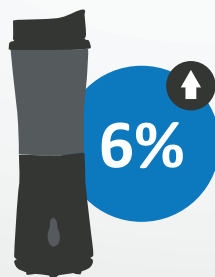


Traditional food storage grew 11%,
connected to the trend toward
at-home meals.

Canadians' appliance purchases show there is still an interest in preparing meals at home.



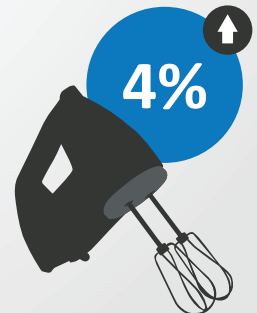
Masticating juicers



Single-serve blending
& processing



Traditional food
processors



Hand mixers

Your recipe for success: The NPD Group can provide expert insight about exactly what's happening in small appliances, helping you determine the size of your opportunities, react quickly to changing market conditions, and get a clear view of consumer preferences.

Source: The NPD Group/Retail Tracking Service, 12ME December 2019

Get more insights like this. Visit npdgroup.ca/go/housewares or email Chris Kastein and chris.kastein@npd.com



Product Preview: Chicago

Nordic Ware is bringing new Emoji cookie stamps to the kitchen for bakers who are looking to have a bit of fun while creating baked goods at home. The cast aluminum cookie stamps are available in traditional smiley, sun-glassed smiley and heart-eyed smiley. According to the company, the 3D embossed expressions send clear messages with or without frosting. Crafted in the U.S. with blue hardwood handles, the cookie stamps have a lifetime warranty. **Visit Booth S2200**



The Swan Nordic collection from **Salton**, above, is inspired by Scandinavian design with sharp, minimal lines accented by soft touch matte finishes. The natural wood-effect detailing offers a cool, understated look. The collection includes microwaves, kettles, toasters, bread bins, canisters, mug trees and paper towel holders in three colours; Cotton White, Slate Grey and Pine Green. Also new from Salton, the egg bite maker, right, cooks quick, easy egg bites for the person on the go. The unit will reach the perfect temperature to cook up to four egg bites at once. An LED indicator shows when the unit is hot and ready to use. The cooking surfaces are non-stick for easy cleaning. **Visit Booth L13112**



The **AeroPress Go** is engineered to provide all the brewing capabilities of the original AeroPress plus a convenient drinking mug that doubles as a carrying case. The AeroPress Go brews smooth, rich coffee without the bitterness and high acidity typical of French press brewed coffee. It is quick and easy to use, and can make delicious hot coffee in one minute or cold brew coffee in around two minutes. The smart design ensures travelers will never be without their brewed coffee wherever they go.

Visit Booth S1424



Clasica Import & Export will introduce Via Deco antibacterial faux leather placemats featuring copper nanoparticles at the 2020 Inspired Home Show. Copper nanoparticles are recognized by the U.S. Environmental Protection Agency as the only metal with antimicrobial properties, to create an effective and natural barrier capable of eliminating 99% of viruses and bacteria. Available in a variety of shapes, styles and textures the placemats are easy to clean using a wet cloth or paper towel. **Visit Booth S1736**



Product Preview: Chicago



The large, 5-quart **Hamilton Beach** Digital Air Fryer, left, delivers fast, evenly cooked food with little to no oil needed. The adjustable thermostat ranges from 175°F to 400°F with a 60-minute auto shutoff timer. With eight convenient pre-sets, it's designed for family-sized meals. Consumers can enjoy protein packed egg bites in just 10 minutes from prep to finish with the new Hamilton Beach Egg Bite Maker, right. The compact design makes it a fun addition to any countertop. The removeable egg tray can cook two bites or two poached eggs.

Visit Booth L12102



Lodge will be showcasing the expanded Blacklock Collection of quality cookware, distributed in Canada by Counseltron. Lodge recently introduced a new four-quart triple seasoned Cast Iron Deep Skillet and Lid, shown left. Each piece in the Blacklock cast iron cookware models a thin, lightweight design and celebrates the latest innovation in cast iron history – a triple seasoned finish.

Visit Booth S3218

Piknik is a revolutionary new stainless steel foodware container that allows users to take your hot or cold meals on the go. The patent-pending product is stylish, thermally insulated and leakproof. Built to last for many years, sustainability is one of the key benefits. The shallow bowl shape allows for a knife, fork, spoon or chopsticks to be used. The company also offers a sustainable bamboo cutlery set including a knife, fork, spoon and set of chopsticks. Encased in a cotton/linen carrying bag, they complement the Piknik food container.

Visit Booth N8610



Final Touch Sports glassware from **Product Specialties** is perfect for whiskey, spirits or sodas. The non-slip puck base is made of BPA-free food-grade silicone and doubles as a coaster. The liquid glow enhancer inside the bottom of each glass is reflective to bring out the true colour of the spirit. Hockey, Golf, Basketball or Soccer sets include two glasses or one glass with silicone ice mould. They're available in two sizes: tumbler (12-ounce) or pint (22-ounce).

Visit Booth S220

Product Preview: Chicago



The innovative new IXEO system from **Rowenta (Groupe SEB)** provides garment care in a minute with the first all-in-one ironing and steaming solution. Consumers can lose the ironing board without compromising results with the IXEO system. Featuring a patented and built-in three-position SmartBoard, IXEO allows users to iron horizontally, steam vertically, and iron or steam at a new, more convenient 30° inclined position (left).

Visit Booth S4410



The **De'Longhi LaSpecialista**, available in red and grey, was created for the passionate espresso and coffee drinker. This elegantly designed, professionally-inspired espresso machine, left, empowers users to precisely handcraft espresso just the way they like it. With innovative and exclusive features such as Active Temperature Control and Dual heating System, Sensor Grinding Technology, Smart Tamping, and an Advanced Latte System, coffee lovers will be able to enjoy a more personalized and authentic espresso experiences at home with minimal clean-up.

Visit Booth L11321



The **Trudeau Professional** collection of salt and pepper mills is crafted with the finest materials to meet the standards of expert chefs. The mills come in trendy blue or in elegant zebrawood and are equipped with Trudeau's signature knurled knob, offering a secure grip, and a high-quality grinder with a lifetime warranty. Also new from Trudeau is this practical syrup dispenser featuring one hand use. It holds a full 19 ounce can of maple syrup, and, with no metal parts, it can go in the microwave to add a little heat. It has a wide opening for easy filling and cleaning and is dishwasher safe. **Visit Booth S2246**

The **Laundranet** is a retractable wall-mounted clothes drying system to air dry hand-washed apparel. It's easy to install above the washer, dryer or bathtub. The 24-inch net pulls out to 72 inches to hold five pounds.

Visit Booth IC45



The **NUCU Gold-Coated** non-stick cookie sheet is great for baking multiple batches of cookies. The coating provides exceptional durability, ensures food doesn't stick, is easy to clean, and helps prevent overbrowning. It has an edge-less design for easy transfer of finished baked goods. The secure-grip silicone handles can be removed for cleaning.

Visit Booth S3941



Product Preview: Chicago

Victorinox will unveil the Swiss Modern Santoku knife, below. The corrosion-resistant blade is made from Damast steel in a lively pattern called "Thor". The handle is made of European walnut wood with a richly grained and dark-brown surface. This is the first Damast limited edition in the collection and will be limited to 1884 pieces – the founding year of Victorinox. Also on display will be the new Swiss Army Cheese Master, right. It features a cheese knife with built-in fondue fork and lock blade. **Visit Booth S4032**



Americans are more health conscious than ever and in response, **StoreMaxx** is introducing perfect portion salad bowls to retailers. These are the same bowls used at expensive high-end salad bars, with lids. Consumers can now meal prep a week's worth of salads keeping them fresh in BPA-free airtight bowls.

Visit Booth S224



THE MAN CAN



Cuisivin will highlight the new Velour Collection, shown below. This exclusive, made-in-Canada application adds a velvety-soft finish to specialty glassware and tabletopware. Each item in the Velour Collection exudes a unique sensual warmth and feel. The durable, dishwasher and microwave safe application elevates the look and feel for drinkware. Cuisivin will also show the 16-ounce Man Can, left. It fits a full traditional can of beer plus head. Made of BPA-free, dishwasher-safe, shatterproof Tritan plastic, the Man Can is both reusable and recyclable.

Visit Booth S425



The Original Bialetti Moka Express from **Bradshaw** produces a rich, authentic espresso in just minutes. The aluminum pot features the brand's distinctive 8-sided shape, which allows it to diffuse heat perfectly to enhance the aroma of coffee. The Moka Express is Italy's top selling stovetop coffee maker and is available in 1, 3, 6, 9 and 12 cup sizes, as well as a 6-cup red and a 3-cup red/green unit. The ceramic 6-cup Pour Over coffeemaker will also be on display in a new Classic Blue colour.

Visit Booth S1837

Show Highlights: Toronto



Retailers applaud changes to Toronto market

From the coupons for a free lunch to eye-catching Canadiana displays (above), there was plenty of positive feedback from retailers following the second edition of the new Toronto Gift +

Home Market. Held January 26th to 30th at the Toronto Congress Centre, the spring fair featured a presentation by marketing guru Arlene Dickinson of Dragon's Den on the opening Sunday

night followed by a fabulous industry market mixer cocktail reception on the Monday evening. Now housed in one building, with free WiFi throughout, the market got the year off to a good start.



Consultant Kate Wise at the Cuisivin booth with Karin Milton, left, of The Chef's Edge.



Katherine Samuel of Port-Style Enterprises, left, with Brianna (centre) and Yvette Welsh of Zest Kitchenware.



Dennis and Michele Hirst of Yonge Street Winery arrive early on opening day.



Victoria Seng, left, and Alison Fletcher of Toronto's Cookery, right, with Emil Rocha and Sarin Keuseyan of Le Creuset.

Bradley Rothblott, left, and Cindy Parisi of Binz visit with (recently retired) Monty Grunebaum and Issie Grachnik at the Swissmar exhibit.





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Show Highlights: Toronto

Guests mix and mingle at the Toronto Market

There was a hip vibe at the second Toronto Market Mixer with hundreds of exhibitors and retailers enjoying a range of gourmet fare and cocktails. Held in the lobby of the Congress Centre on the Monday evening of the January Toronto Gift + Home Market, the event featured music by a top DJ and specialty purple martinis.



Sales reps Jennifer Frankland, centre, with Lexa Shropshire of Danesco and Debra Decloux of Danica/Dovetale.



Cathy Campbell of Meyer, centre, with Patty and John Mock, owners of Harriston Home Hardware.



L-r: Chelsea Reid of British and Irish Imports, Fernando Peralta of IVO Cutlery, John Petersen and Corey Sheepwash, both from La-bell in Montreal.



Jogi Sudnik of Jogi's Imports with Daniel Oehy of Swissmar



Steve McRae, right, and Bryan Amyot, left, of Fiskars with Lisa Jennings of Masstown.



Sales agent Lyne Vinet, left, with Tara Reinke of iDesign, Daryl Katzenberg of Kitchen Stuff Plus and Craig Hamilton of iDesign.



Cheryl Takacs, left, and Phyllis Kraemer of The Keeping Room with Berni Gelinas of Kitchen Widgets and Heather Scott of Kitchen Bits in Sudbury, Ontario.

5 trends that will define marketing in 2020

RR Donnelley & Sons, a provider of multichannel solutions for business, has released five trends that will define marketing strategies in 2020.

Trend #1: From omnichannel to optichannel.

For years, marketers have been working to consider every channel in order to be successful. While this may have been realistic a decade ago, the vast number of channels make it ineffective to activate campaigns across all these channels and mediums. In 2020, marketers will take a step back and adopt a more holistic approach, essentially ditching the omnichannel mindset in lieu of "optichannel," which means making strategic decisions based on the brand promise, customer expectations, personal preferences, and the anticipated return on investment.

Trend #2: The pop-up comeback.

In an age where major retailers like Toys 'R' Us and Barneys are shutting their stores, these same brands are also making a return via the pop-up. These retailers are now hosting pop-up events aimed at creating unique and memorable consumer experiences. The goal of a retail pop-up store is to build brand interactions that make a lasting impression with customers. In 2020, marketers need to view experiences as the new form of brand promotion and engage consumers through immersive activations.

Trend #3: Voice marketing finds its voice.

While voice search and voice assistants were novel just a few years ago, they are on the cusp of becoming a household item. In fact, it's expected that the base of installed smart speakers will reach 225 million units by 2020 and 30% of all web searches will be done without a screen. For marketers to get ahead in 2020, they need to define how voice marketing should be integrated into their overall marketing strategy.

Trend #4: The human element matters.

Recent research into Instagram marketing shows that influencer-sponsored posts have grown by more than 150% in the past year. This is not surprising as 70% of consumers that follow influencers on social media platforms say they trust influencer opinions as much or more than their real-world friends. The key takeaway is that consumers trust hearing from real people, whether they are online influencers or friends and family, potentially more than hearing from a brand directly.

To win and keep customer loyalty, marketers need to make a strategic investment with influencers who embody their company values and have an authentic relationship with their followers.

Trend #5: First impressions count more than ever.

Whether a consumer buys a product at the store or gets it shipped directly, the first impression counts, sometimes just as much as the product itself. In-store, consumers are presented with a plethora of choices that can get overwhelming. A product's appearance can make a difference in the final decision. At the same time, at home, the first interaction with a new purchase is actually the box - not the product. According to a national study conducted by the Paper and Packaging Board and IPSOS, seven in 10 consumers agree that packaging can influence purchasing decisions. In 2020, the most successful brands will use clever, trendy and sustainable packaging to attract new buyers and create loyal customers.

"New technology and channels have made marketing and customer communications more complex in recent years," says Dan Knotts, president and CEO of RRD. "Consumers are being bombarded with advertisements and product choices virtually everywhere. The market is so saturated that standing out as a brand may feel like mission impossible at times. The recipe for success in 2020 is not quite so complex. Brands should focus on building genuine connections and memorable experiences by strategically leveraging physical and digital channels."

Accent Fairchild Group	9
Bradshaw Home Canada	33
Breville	19
Canada Night	31
Counseltron	13, 37
Cuisivin	15
Cuisinart Canada	29, 39
David Shaw Designs	29
DanESCO	23, 35
Faema Canada	25, IBC
Groupe SEB.	OBC
Hamilton Beach.	7, 41
Las Vegas Market	6
Le Creuset	2
Meyer Canada	5
Nordic Ware	8
NPD Group	36, 45
Philips Electronics/Saeco	17
Product Specialties	10
Salton Canada	39
SMEG (Euro-line Appliances)	11
Today's Bride	5 1
Trudeau	21

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Are we there yet?

It's trade show travel season and that means plenty of time spent in airports, most of which are uniquely designed to keep passengers moving – and encourage shopping!

Over the years, airports have evolved from bare-bones transportation hubs to bustling retail centers for millions. They're being designed to both complement and influence human behavior. Everything from the architecture and lighting to the trinkets on sale in the gift shops is strategic. Here are a few tricks airports use to help travelers get to their gates safely and on time, and hopefully spend some money along the way.



They make sure you see the tarmac

One key to a successful airport is easy navigation. Travelers should be able to get from security to their gate without getting lost, with help from subtle design cues nudging them in the right direction. In design lingo, this process is called wayfinding.

In many new airports, passengers can see through to the tarmac immediately after they leave security, or sooner. It's important to have a view directly out to airside so you see the tails of all the aircraft. It gives you an orientation so you know generally that's the direction you need to head in.

The signs send subliminal messages

Very little in the style of an airport sign is arbitrary. Take the font, for example. In 75% of all airports, you'll find one of three typefaces: Helvetica, Frutiger, and Clearview. All three are sans serif because it's easier to read at a distance. The unofficial rule for size is that every inch of letter height adds 40 feet of viewing distance. Sometimes different terminals will have their own distinct signature sign design – like rounded edges or a specific colour. If you are ever in an airport and suddenly something feels off, you sense you are going the wrong way, you may be responding to a subconscious cue.

They lighten the mood

Newer airports incorporate as many windows as possible, even in stores. Passengers tend to walk more into shops that have direct access to the sunlight. If they're closed off with artificial light passengers feel they are too dark and avoid them.

They use carpeting

The long walk from check-in to gate is often paved in linoleum but you'll notice that the gate waiting area is carpeted. This is an attempt to make holding areas more relaxing. Happy, relaxed travelers spend 7% more money on average on retail and 10% more on Duty Free items. Yoga rooms, spas, and even therapy dogs are becoming more common as airports look for new ways to relax travelers and encourage spending.

The "golden hour" is key for profit

The time between when a passenger clears security and boards their plane is called "dwell time." This is when passengers are at a loose end and most likely to spend. Especially crucial is the "golden hour," the first 60 minutes spent beyond security, when passengers are "in a self-indulgent mood." Display boards listing flight information are there in part to keep you updated on your flight, but also to reassure you that

you still have plenty of time to wander and shop. Similarly, some airports are installing "time to gate" signs that display how far you are from your destination. And because 40% of consumers prefer to avoid human interaction when shopping, self-service kiosks are becoming more common in airport terminals. According to the Airports Council International, 50% of American airports now have robo-retailers. They're increasing dwell time.

The "golden hour" is great, but two golden hours are even better. One hour more at an airport is around \$7 more spent per passenger. Anything that's automated, from check-in to bag drop, is meant to speed things up. And it works. Research suggests automated check-in kiosks are 25% faster than humans. One study found that for every 10 minutes a passenger spends in the security line, they spend 30% less money on retail items.

Walkways curve to the left

The majority of humans are right-handed, and according to Intervistas, this influences airport design. More sales are generated if a walkway curves from right to left with more merchandise and space on the right side because passengers are looking right while (perhaps unconsciously) walking left.

A single queue puts us at ease

While the line for check-in and security may seem absurdly long, a single queue actually lowers stress levels by increasing the perceived sense of fairness. No one worries the other line is going faster than theirs.

(Excerpted from Pocket.com)



Small,
simple,
stunning



Nordic White



Metropolitan Black



Sunset Red



The superlative new one-cup machine: small, simple, stunning - a must for all coffee lovers and connoisseurs. The ENA 8 impresses with specialty coffees that are freshly ground, not capsuled.

A1



Piano Black

E6



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*NPD Canada, Full Size Garment Steamers 2019 in Dollars.

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