



International Home + Housewares Show 2015



*Savora*



FARBERWARE®



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## Lifetime Brands Targets the Millennial Consumer

### *– Farberware® Colourworks® & Reo™ Brands Provide Solutions Retailers Seek –*

*Chicago, March 2015* – Lifetime Brands, Inc., a leading global provider of kitchenware, tableware and other products used in the home., is launching **Farberware® Colourworks®** in the United States, and expanding its global **Reo™** collection, providing two branded solutions for retailers who want to reach the Millennial consumer in the kitchenware category.

Farberware® Colourworks® is a comprehensive line of high-design, high-function kitchen tools and gadgets, cutlery, and pantryware. This attractive and affordable collection includes various innovative products, many patented, coupled with vibrant colors and contemporary styling.

Reo™, an innovative line of kitchenware, cutlery, and cookware from Lifetime Brands, provides simple and functional solutions for food preparation. With sleek designs, unique products, trend-right colors, and attractive patterns, Reo™ kitchen tools help make cooking fun.

According to Dan Siegel, President, Lifetime Brands, Inc., “The Millennial consumer loves to cook and seeks out products that are as visually engaging as they are functional. At Lifetime Brands, we recognize the importance of this audience, and are offering retailers two distinct solutions for targeting Millennials with our Farberware® Colourworks® and Reo™ brands. Both brands offer an assortment of colorful, intelligently-designed products, coupled with eye-catching in-store displays and aggressive promotional programs that can help increase sales among all segments of the population.”

Tom Mirabile, SVP Global Trend & Design, Lifetime Brands, Inc. stated, “Housewares products are becoming more important to Millennials not only for personal use, but also as giftable items, due to the high design aesthetic. They love products that allow them to express themselves, and they also seek out products that enable them to prepare a wide variety of foods. The Millennial aesthetic is being adopted by all generations, so it’s more important than ever for retailers to carry products that appeal to this demographic.”

To learn more about how Lifetime Brands can help retailers target the Millennial consumer, please stop by the Lifetime Brands booth (S1043) at the International Home + Housewares Show in Chicago or call 1-800-252-3390 to speak with a sales representative.

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## Reo™ Launches Cutlery, Cookware & Gadgets

*Chicago, March 2015* – Reo™, the global collection of kitchenware products from Lifetime Brands, Inc., is showcasing several new products at the International Home & Housewares Show that make food preparation and clean-up tasks easier and more enjoyable. The new product launches include cutlery, cookware, a sink rack, and a variety of versatile kitchen tools and gadgets.

“Reo is about providing solutions for food preparation and making cooking fun by offering products that are sophisticated, yet friendly; they invite you to reach out and touch them,” said Jason Poure, VP of Design Experience & Strategy at Lifetime Brands, Inc., who led the design and engineering team for Reo. “Reo is also about helping to create memorable meals in people’s lives, which is why we have partnered with WhyHunger™ to help provide nourishing meals to people in need in countries around the globe.”

Select Reo products are available for purchase at [www.Amazon.com/Reo](http://www.Amazon.com/Reo). Browse the entire collection and learn more about Reo by visiting [www.reokitchen.com](http://www.reokitchen.com).

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## Reo™ 14-Piece Cutlery Set



The **Reo 14-Piece Cutlery Set** features a contemporary cutlery block with a bamboo top, fun and friendly color palette, and slender, space saving design. The base of the block features a soft grip texture to help keep it in place on the countertop. The knives feature durable stainless steel blades and a comfort grip handle with colorful end caps. The set includes an 8" chef knife, an 8" bread knife, a 7" Santoku, a 5" utility knife, a 3" parer, six (6) serrated steak knives, a kitchen shear, an 8" sharpening steel, and a ABS/Wood Block. \$69.99

## Reo™ Open Stock Cutlery



**Reo Resin Cutlery** features stick-resistant, resin-coated high-carbon stainless steel blades. Each knife comes with a protective blade cover for safe and convenient storage. The ergonomically designed, comfort grip handles feature soft-touch accents in five colors, offering a sleek and contemporary spin on the traditional knife handle. The open stock assortment includes an 8" chef knife (\$9.99), 8" bread knife (\$9.99), 8" slicer knife (\$9.99), 7" Santoku (\$9.99), 6" vegetable knife (\$7.99), 5" utility knife (\$5.99), and a 3" parer (\$4.99).

## Reo™ Nesting Cutting Boards



**Reo Nesting Cutting Boards** feature raised nonslip edges on three sides and a conveniently sloped edge on one end of the board that allows you to prep and slide food to where ever you need it to go. A textured surface adds to the design and makes these cutting boards perfect for prepping and serving your favorite foods and snacks. The cutting boards are designed to "nest" inside each other for space saving storage. Reo Nesting Cutting Boards are available in open stock sizes of : 9"x12" (\$9.99), 10"x13"(\$12.99), 12"x15" (\$14.99). Multi-Packs are also available: Set of 2 (9"x12" & 10"x13" for \$19.99), Set of 3 (9"x12", 10"x13," 12"x15" for \$29.99).



## Reo™ Patterned Exterior Fry Pans



**Reo Patterned Exterior Fry Pans** bring color, pattern, and cooking performance to the kitchen. The Whitford Xylan Plus non-stick coating enables you to cook without the use of cooking oils. The fry pans have a beautiful, photo-printed exterior with a coined bottom that helps prevent scratching or discoloration of the pattern. Several unique and colorful patterns are available. The high diffusion flame guard and soft spray handle allow for safe and comfortable cooking. Coordinating cutlery and cutting boards are also available.

Oven safe up to 350 degrees and made in Mexico, Reo Patterned Exterior Fry Pans are available in the following sizes: 8" (\$14.99), 10" (\$17.99), 12" (\$19.99), 8" & 10" set (\$24.99), and 10" & 12" set (\$29.99).

## Reo™ Ceramic Interior Fry Pans



**Reo Ceramic Fry Pans** feature a durable aluminum construction that distributes heat quickly and evenly and helps to eliminate hot spots. The pans also feature a Whitford Fusion ceramic nonstick coating which has good heat conductivity, is perfect for searing chicken, steaks, and vegetables, and makes clean up easy.

Oven safe up to 350 degrees and made in Mexico, Reo Ceramic Fry Pans are available in the following sizes: 8" (\$14.99), 10" (\$17.99), 12" (\$19.99), Grill Pan (\$19.99), 8" & 10" set (\$24.99), 10" & 12" set (\$29.99).



## Reo™ Versa Compact Dish Rack

The **Reo Versa Compact Dish Rack** is multi-functional, versatile, and adjustable. The customizable drying system consists of the base, platform, wire rack, and flatware caddy. They all nest neatly together to occupy a compact footprint without sacrificing drying potential, which is an ideal solution for those with limited counter space. The system expands to handle larger loads by removing the wire rack from the platform. This allows both the wire rack and platform to be used as a drying surface, which doubles the rack's drying capacity for dishes, stemware, smaller pots and cutting boards. Plus, the flatware caddy can be attached to either the inside or outside of both the wire rack and the platform. The base and spout can be positioned to drain into the sink or into the base itself. \$69.99



## Reo™ Dish Drying Mat

The **Reo Dish Drying Mat** is completely collapsible making it easy to use and store. The wire plate holder folds in half and stores inside the drain board, which also folds in half. The only flexible drying mat that can hold plates, this drying mat takes up less space on the countertop, can be stored anywhere, and is easy to clean. Use the wire side to hold plates, and the other for cups, bowls etc. \$29.99



## Reo™ 11 Piece Measure Mix & Prep Set

The **Reo 11 Piece Measure, Mix & Prep Set** is an eye-catching collection of bowls that nest together for compact, space-saving storage. Within the set come Large, Medium and Small Mixing Bowls, a prep and serve Bowl Colander, a Berry Colander, and six different sized prep bowls. The Mixing Bowls come with measure markings along the spout to ensure accurate portions of mixed ingredients. The prep and serve Bowl Colander pulls double-duty by acting like a bowl or a colander whenever you need it to. The Berry Colander is functional and stylish with an inviting shape and vibrant color. The 6 Piece Pinch and Measure set will help you precisely measure ingredients while adding style to your kitchen. \$49.99



## Reo™ Hand Box Grater



The **Reo Hand-Box Grater** gives you efficiency and flexibility through transformation. When assembled, take advantage of the stability of a traditional box grater. When you want to use an individual grater, you'll notice a separation between each grater panel. Pull on the desired grater from the opening in the handle to remove it from the box formation. Our etched blades are available with coarse, medium, and zesting grater patterns. Each individual grater has a nonslip rubber foot and a separate safety cover for each blade. The covers also allow you to stack and snap each grater together for compact storage. \$19.99

## Reo™ Standing Tongs



The **Reo Standing Tongs** offer an update on the classic design of locking tongs by providing a base so you can stand the tongs on end. This clever addition lets you keep the tong heads off countertops and tabletops while cooking or serving. The stainless steel tongs have a nylon head that is heat resistant to 204° C/ 400° F. \$7.99

## Reo™ Bag Clips & Clamps



**Reo Bag Clips and Clamps** offer valuable new features to familiar products. The Reo Bag Clips offers a circular hub with grip fingers that allow for a secure grasp of any rolled up bag. These circular hubs can also be used to help organize messy charging cables on your desk. The rubberized lips further ensure a strong grip on your favorite bag of chips. With a magnetized backing, your bag clip is always out and handy. The Reo Bag Clamp fits almost any size bag and has a finger loop, making it easy to pull your chips from your busy cupboard. When not in use, the clips latch onto the clamp using their circular hubs. \$5.99 for a set of 4 Clips + 1 Clamp

## Reo™ Garlic Shredder



The **Reo Garlic Shredder** features a textured blue top that lets you smash heads of garlic into cloves and then smash again to remove the skin. The unique shredding compartment lets you shear the garlic into pieces with just a few twists. You can store the unused garlic cloves inside the shredder by popping off the blue top and sealing them in for next time. And once you're done, all shredding parts disassemble easily for thorough cleaning. \$9.99

## Reo™ Dual Spatulas



- The **Reo Jar Spatula with Mesh Spoon** is specifically made for scraping tight spaces and removing that last drop of jam. The mini slotted spoon on the other end is ideal for reaching into slender jars. \$5.99
- The **Reo Flip Spatula** lets you to scrape and spoon your favorite pancake batter with either end of the tool. Its unique form lets you rest the spatula on the counter \$7.99
- The **Reo Scrape & Whisk Spatula** features a flat edge for scraping and a silicone-covered flat whisk for deglazing. \$7.99

The dual spatula series features heads that are heat resistant to 204°C/400°F.

## Reo™ Standing Basting Brush



The **Reo Standing Basting Brush** captures drips and improves storage. Use the case of the brush as a handle while basting and then stand the basting brush on its case to keep the bristles – and messy marinades – off countertops. A built-in drip tray below the bristles helps keep the handle clean. To store, pull the brush off the case and place the bristles inside. Ventilation holes on the bottom of the cover allow air to flow through the case when the brush is being stored. \$6.99



## Farberware® Colourworks® Silicone Tools

**Farberware® Colourworks®** is a comprehensive line of kitchen tools and gadgets, cutlery and pantryware that features high design with modern, vibrant colors. The line includes numerous patented, innovative products from one of the most trusted brands in the U.S.

**Farberware® Colourworks® Silicone Tools** are versatile and fun kitchen staples you'll reach for to help with any cooking task. They're made from a scratch-, stain-, and heat-resistant silicone with easy grip handles, so they'll feel great when you hold them. Suitable for use on any type of cooking surface, including nonstick, these colorful tools are heat resistant up to 450 degrees Fahrenheit and are dishwasher safe. \$ 7.99

## Farberware® Colourworks® Cutlery Set

The **Farberware® Colourworks® Cutlery Set** brings a pop of color to the kitchen with its two-tone, soft grip, colorful handles. This 12-piece set includes an 8" chef knife, an 8" slicer knife, a 5.5" serrated utility knife, a 5" Santoku, a 3.5" parer, four 4.5" steak knives, an all purpose shear, a sharpening steel, and a black block. \$39.99

## Farberware® Colourworks® Gadgets

**Farberware Colourworks® Kitchen Gadgets** have a sleek, modern look, a heavy duty cast zinc metal construction, satin nickel finishes, and soft grip silicone accents. These colorful, dishwasher safe kitchen gadgets are perfect for all of your food preparation needs, and look great. Hand wash recommended. \$ 7.99 - \$12.99



# SABATIER®



Lifetime Brands is pleased to introduce an assortment of new **Sabatier** cookware, cutlery block sets, cutlery in new materials, finishes, and design-driven block shapes, and kitchen tools and gadgets at the 2015 International Home + Housewares Show.

The name Sabatier is synonymous with legendary designs, impeccable craftsmanship, and time-tested traditions. The new introductions bring Sabatier to the next level and into the 21<sup>st</sup> century.

## Sabatier® 16-Piece Cutlery Set



This **Sabatier 16-Piece Cutlery Set** has all the necessary knives for everyday use, as well as a beautifully designed acacia wood block. The knives in this set feature high-carbon stainless steel blades for strength and durability, contoured handles for a comfortable grip, and are perfectly weighted and balanced for control. The 16-piece set includes an 8-inch chef knife, an 8" slicer knife, a 5.5" serrated utility knife, a 5" santoku, a 3.5" parer, eight 4.5" steak knives, shears, a patent pending EZ angle sharpening steel, and an acacia wood storage block. \$129.99

## Sabatier® 15-Piece Cutlery Set



The **Sabatier 15-Piece Cutlery Set** includes all the knives you need to prepare your favorite meals, and an elegant block design that looks great on any countertop. Perfectly weighted and balanced for control, these knives features high-carbon stainless steel blades for strength and durability, and forged, triple rivet, contoured handles for a comfortable grip. The 15-piece set includes an 8" chef knife, an 8" slicer knife, a 5.5" serrated utility knife, a 5" santoku, a 4.5" fine edge utility knife, a 3.5" parer, six 4.5" steak knives, shears, a patent pending EZ angle sharpening steel, and an acacia wood storage block. \$99.99

## Sabatier® Olive Wood Tools & Gadgets



**Sabatier Olive Wood Tools and Gadgets** take the food preparation experience to the next level. These beautifully-designed tools and gadgets bring impeccable craftsmanship and time-tested traditions to the kitchen. The collection includes traditional kitchen tools, as well as specialty tools, such as Crepe Turner, Tasting Spoon, Salt Spoon, and Rice Paddle, for those with an appreciation for having the right tool for every task. Olive Wood is very hard and is prized for its durability, color, and interesting grain patterns. Olive Wood is very dense, therefore it resists odors and stains better than other types of wood. It is also safe for use with nonstick finishes, glass and porcelain, and will last a lifetime if properly cared for.



## Sabatier® Bamboo Entertaining Board



The **Sabatier Bamboo Entertaining Board** brings European style to the table and is perfect for entertaining and gift giving. The board makes a perfect backdrop for presenting cheeses and other appetizers, while the wood well can hold crackers, vegetables, and more. This 18" x 12" cutting board comes with a 4" hard cheese knife and a 4" soft cheese knife. The cheese knives have a sleek design and are crafted from high-carbon stainless steel. The hard cheese knife has air pockets in the blade to help prevent food from sticking to the blade. The bamboo board is a hard wood which resists scratching and is environmentally friendly and sustainable. \$39.99

## Sabatier® Baguette Board



The **Sabatier Baguette Board with Bread Knife and Dipping Dish** provides a perfect way to serve, cut, and dip delicious baguettes. The eco-friendly, sustainable bamboo board (20" x 6.5") features a main trench that is the ideal size to hold a traditional baguette. The retaining walls of the trench feature convenient knife slots that guide your knife blade to slice perfect portions of baguette. The included 7" knife is quality-crafted from high-carbon stainless steel and features a serrated edge, which is essential for cutting through the hard exterior of baguettes while preserving their soft interior. A stylish porcelain dipping dish, perfect for holding olive oils or condiments, is also included. \$49.99

## Sabatier® Expandable Dish Rack



The **Sabatier Expandable Dish Rack's** compact profile is an ideal solution for those with limited counter space, and it expands as needed to provide extra drying capacity for large items like pots and mixing bowls. Simply slide out the auxiliary drip tray to fit larger items, and collapse it to free up counter space. The flatware caddy features three drying compartments and is detachable, which makes putting dry flatware back into a drawer a simple task. Plus, a removable stemware holder attaches securely to the rack when needed to keep delicate glasses separate from other items. To help protect countertops and the inside of glassware from getting scratched, the feet and cup holders on the rack are covered with a soft, protective material. The stainless steel panels are a premium design element that help provide a clean, sleek appearance. \$69.99



## Sabatier® FryPatterns



**Sabatier FryPatterns** feature a photo printed, easy-to-clean exterior in a variety of attractive colors and patterns. These aluminum fry pans distribute heat quickly and evenly, helping to eliminate hot spots. The Whitford Xylan nonstick interior helps make clean up easy. The fry pans have a soft spray handle with flame guard and are oven safe to 350 degrees.

Made in Mexico, Sabatier FryPatterns are available in the following sizes: 8" (\$8.99), 10" (\$10.99), 12" (\$14.99), 8" and 10" set (\$17.99), 10" and 12" set (\$22.99).

## Sabatier® Saveur 5.5 Quart Dutch Oven



The **Sabatier Saveur 5.5 Quart Dutch Oven** is the perfect vessel to bring your meal from oven to table. With a unique cast stainless steel handle design, the Saveur features a porcelain enamel interior and exterior which allows for fast and easy clean up. This cast iron Dutch oven absorbs heat evenly and spreads it gently, for excellent heat retention while cooking. Self basting condensation rings on the interior of the lid help keep food moist. Compatible with all heat sources, including gas, electric, induction and ceramic top ranges, the Sabatier Saveur Dutch Oven is also oven safe to 500 degrees. Hand wash only. \$69.99

## Sabatier® Marquis 5.5 Quart Dutch Oven



The **Sabatier Marquis 5.5 Quart Dutch Oven** features a unique shape and handle design that makes a beautiful presentation from oven to table. This stunning piece features a porcelain enamel interior and exterior, which allows for fast and easy clean up. This cast iron Dutch oven absorbs heat evenly and spreads it gently, for excellent heat retention while cooking. Compatible with all heat sources, including gas, electric, induction and ceramic top ranges, the Sabatier Marquis Dutch Oven is also oven safe to 500 degrees. Hand wash only. \$69.99



## SAVORA TAKES HOME TWO TOP AWARDS FROM NY NOW SHOW

*Chicago, March 2015* – Lifetime Brands, Inc. is honored to announce that Savora, its line of high-style, high-function culinary tools and gadgets, has recently earned two prestigious awards: **Best New Product in Kitchen Preparation for the Savora Berry Colander** from NY Now, and **Best in Show for Gourmet Housewares** from the International Furnishings and Design Association. The **Reo Garlic Shredder**, another Lifetime Brands product, was also a finalist from NY Now.

“The Savora brand offers products with an effortless blend of form and function, blending usability with sophistication and eye-catching design,” said Sid Ramnarace, Vice President of Global Brand Integration at Lifetime Brands, Inc., who leads the Savora design and engineering team. “We are honored to receive these awards, which illustrate how Savora products make a statement in the kitchen with their commitment to refinement, quality and functional grace.”

NY Now’s Tabletop + Gourmet Housewares Best New Product Awards recognize the leading edge of design and function in each product category, analyzing product performance and an adaptability to home cooking and entertaining. NY Now recognized the **Savora Berry Colander**, with its quality stainless steel body and stunning, baked-on finish, as **Best New Product in the Kitchen Preparation category**. Dishwasher safe, the Savora Berry Colander’s cast metal handles are designed for strength and comfort, and the spiral-pattern drainage holes make for easy straining. The [Savora Berry Colander](#) retails for \$19.99.

The **Reo Garlic Shredder**, a new culinary gadget line from Lifetime Brands, was a finalist in the Kitchen Preparation category by NY Now. The Reo Garlic Shredder offers a fresh, new approach to preparing garlic. The textured blue top lets you smash heads of garlic into cloves and then smash again to remove the skins. Once the skins are removed, split the shredder in half and load the cloves into the clear base; snap the shredder back together and shear the garlic into pieces with just a few twists. The Reo Garlic Shredder is designed to ensure you get the most usable garlic from the chamber, and also allows you to store unused garlic cloves inside the shredder by popping off the blue top and sealing them in the storage chamber for future use. The [Reo Garlic Shredder](#) retails for \$9.99.

At the NY Now show, Savora was also selected as **Best in Show for Gourmet Housewares** from the International Furnishings and Design Association because of the brand’s commitment to quality, functionality and overall impressive design. During the past year alone, Savora has introduced several new products that have won awards in their own right, including the [Savora Colander](#). To see the rest of the Savora collection, visit [www.savorastyle.com](http://www.savorastyle.com).

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## SLICING INTO THE FUTURE: SAVORA™ LAUNCHES CUTLERY COLLECTION

*Chicago, March 2015* – Lifetime Brands, Inc. has announced the latest introductions to its high-performance, high-style [Savora](#) culinary tool and gadget line: the **Savora Cutlery Collection**. Incorporating Savora’s signature fit and finish with leading edge steel technology, the Savora Cutlery Collection adheres to the brand’s promise to provide the ultimate cooking experience while championing sophistication and class in the kitchen.

“Alluring, provocative and functional design is the Savora hallmark,” said Sid Ramnarace, Vice President of Global Brand Integration at Lifetime Brands, Inc., who leads the Savora design and engineering team. “The Savora brand is synonymous with quality and refinement that is meant to work for you and make life easier for you, while adding class and sophistication to the process. The Savora Cutlery Collection is our crown jewel of the Savora line, and we are immensely proud of the form, function and fundamentals that led us to offer these provocative knives for our desiring customers.”

The Savora Cutlery Collection uses 4116 grade German steel mated to a die-cast polished handle chassis, and features a gradual bolster designed to guide the user to grip the knife properly. The die-cast chassis features a hidden spine that further balances the knife and creates a shingle connection with the plastic grip, resulting in the high-quality Savora fit and finish. Engineered for balance, the center of gravity for the Savora knives has been carefully designed to optimize comfort and feel, and to allow users to exert control along the axis of the index finger.

Specifically designed for individual functions, each Savora knife has a unique look to achieve optimal performance and to communicate the function for which it was designed. The Santoku knives have the added innovation of negative cullens, which are holes that are stamped through the blade surface, reducing slicing friction and adhesion to food.

To see the rest of the Savora Cutlery Collection visit [www.savorastyle.com](http://www.savorastyle.com).

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## Savora™ 14-Piece Cutlery Block Set



The **Savora 14-Piece Cutlery Block Set** is a functional showpiece with its unique profiles and organic silhouettes. The knife blades are forged from 4116 grade German stainless steel, feature die-cast polished handles, and a gradual bolster designed to guide the user to grip the knife properly. Engineered for balance and control, Savora knives are resistant to tarnishing and oxidation, and will keep their edges longer. Housed in a sleek and sophisticated block, the set includes an 8" chef, an 8" Bread, a 7" Santoku, a 5.5" Serrated Utility, a 3.5" parer, six forged steak knives, a shear, a sharpening steel, and a block. \$249.99.

## Savora™ 7-Piece Cutlery Block Set



The **Savora 7-Piece Cutlery Block Set** features all the essential knives you need for food preparation. Housed in a sleek and sophisticated block nested on a high polish stainless steel base, the Savora Cutlery Set is beautiful and functional. The knife blades are forged from 4116 grade German stainless steel, feature die-cast polished handles, and a gradual bolster designed to guide the user to grip the knife properly. The compact 7-piece set includes an 8" chef, an 8" Bread, a 7" Santoku, a 5" Santoku, a 5.5" Serrated Utility, a 3.5" parer, and a shear for \$149.99.

## Savora™ Cocktail Shaker



The **Savora Cocktail Shaker** is one of our most iconic creations. This striking design is rendered in polished stainless steel with dazzling perforations that reveal a bold pop of color. The double-walled construction provides comfort and insulation, while the built-in strainer and integrated jigger with measurement markings inside offer convenience. This eye-catching cocktail shaker is presented in an elegant gift-box, making it a perfect for entertaining and design aficionados. \$39.99



## Savora™ Tea Kettle



The **Savora Tea Kettle**, a stunning icon of design, is the perfect accent for the kitchen with a dynamic form that is both beautiful to behold and engineered for function. A lustrous enamel coating surrounds the high-strength steel body whose two quart capacity heats up quickly due to the flared design and wide base of the body. The tailored soft-grip handle has been engineered with thermal breaks to reduce heat build-up, while the uniquely designed spout incorporates a pleasing whistle to signal when water is boiling. This tea kettle is the next evolution of the Savora brand whose alluring designs have been honored and with accolades and awards since its launch. \$79.99

## Savora™ Perfect Tear™ Paper Towel Holder



The **Savora Perfect Tear™ Paper Towel Holder** is a beautiful statement of design which also offers convenience and function. A patented internal mechanism rotates with just the right amount of resistance, eliminating unraveling once a sheet is pulled from the roll. Just pull and tear the desired number of sheets with one hand, from either regular or oversized paper towel rolls. This clever design also has been engineered with a locking finial featuring a simple 90 degree thread for changing the paper towel roll and which also keeps rolls in place. The weighted base and non-slip feet offer assurance and the feel of quality. \$29.99

## Savora™ Grip Grinder



The **Savora Grip Grinder** gives you the ability to grind pepper or salt using one hand with the performance of an adjustable ceramic burr. The beautiful shape has been ergonomically designed for simplicity of use. Simply fill the hopper with your favorite peppercorns or salt and squeeze the cast metal handle with ease. The Grinder features a clear hopper which is easy to fill and re-attach without complicated alignments, and a removable cover which keeps ground pepper and salt off your tabletop or counter. \$39.99

## La Cafetière™ Magnifique French Press



With its striking design, the La Cafetière Magnifique French Press picks up on the trend of copper and mixed materials, with a textured soft band for stability and heat protection. Not only is it a beautiful French press with styling that rivals no other in the marketplace, but it also features a bonus mechanism that will make consumers lives easier. The Magnifique French Press incorporates a patent-pending detachable bottom compartment that catches the grounds after pressing, making it simpler to dispose of them. No more reaching into the bottom of the beaker to scoop the grounds out. \$39.99

## La Cafetière™ Brooklyn French Press



The **La Cafetière Brooklyn French Press** has a unique, contemporary design with a striking handle shape and wood accents. This item also offers an opportunity for great color with its stainless steel frame. The Brooklyn 8 cup French Press incorporates a second patent-pending mechanism that makes cleaning the cafetière easier. At the bottom of the plunger is a filter basket that will contain the coffee grounds, while leaving enough floating space to ensure the grounds have ample interaction with the water. The other plus to this mechanism is that the grounds can be removed while the coffee is still in the beaker. This allows more time to serve coffee without it getting bitter like it would if the grounds were kept inside. \$39.99

## La Cafetière™ Soho 8 Cup French Press



The **La Cafetière Soho French Press** is highlighted by the eye-catching mix of materials and rich earth tones. Its copper-plated bottom and handle adds a bit of chic to the otherwise rustic design. The soft touch sleeve and wood lid add a dimension of warmth. The Soho 8 cup French Press incorporates a second patent-pending mechanism that makes cleaning the cafetière easier. At the bottom of the plunger is a filter basket that will contain the coffee grounds, while leaving enough floating space to ensure the grounds have ample interaction with the water. The other plus to this mechanism is that the grounds can be removed while the coffee is still in the beaker. This allows more time to serve coffee without it getting bitter like it would if the grounds were kept inside. \$39.99



## **BUILT® Reinvents the Lunch Box** **- New Lunch Solutions Unveiled at Housewares Show -**

*Chicago, March 2015* – BUILT, Lifetime Brands, Inc.'s collection of stylish and functional neoprene goods inspired by the city that never sleeps, is highlighting its newest line of lunch totes and more, at the International Home + Housewares Show. The new lunch products add a twist to the traditional lunch box, bringing even more innovation and style to the category. A few of the new items include the **Lunchpack™ Union Square Backpack, Uptown Lunch Tote, Downtown Lunch Tote, and Messenger Bag Lunch Tote.**

“At BUILT we’re constantly striving to make everyday life better with our products,” said John Roscoe Swartz, co-founder and Built Division President. “We believe that a great design shouldn’t have to sacrifice elegance or durability. We are providing diverse solutions for consumers in the lunch category, helping to make transporting lunch delightful, stylish, and easy. These fresh, new designs really combine BUILT’s passion for simplicity and stylish innovation.”

**BUILT Lunchpack™ Union Square Backpack** features a detachable insulating lunch tote, providing a great option for carrying daily essentials and your lunch in one sleek bag. The detachable lunch compartment offers heavy duty insulating lining to help keep lunch hot or cold, and it also zips off the backpack. The backpack features air mesh straps for carrying comfort, includes a padded compartment for electronic devices, and an external side pocket. The Union Square Backpack retails for \$49.99.

The **BUILT Messenger Bag Lunch Bag** is an all-in one bike tote for dining on the go, which provides for an ideal commuter bag. This stretchy bag features a crossbody strap adjustment, an extra-roomy insulated interior, and multiple pockets for organization. It’s made from stain-resistant, machine washable neoprene, stores flat, has a secure zip closure, and is insulated to keep lunch hot or cold. The Messenger Lunch bag retails for \$39.99.

Infused with just the right amount of uptown chic, the **BUILT Uptown Lunch Tote** offers a fresh take on popular handbag silhouettes while the **BUILT Downtown Lunch Tote** has just the right amount of downtown cool and includes a detachable charm that can be worn on the lunch bag or attached to a handbag. These fashionable lunch totes are made from BUILT’s signature neoprene, helping to keep lunch hot or cold. They’re durable, roomy, and stretch to fit your lunch provisions. Both Totes feature comfortable handles, have an interior pocket, are water resistant, and hand-washable. The Uptown and Downtown Lunch Totes retail for \$29.99 each.

For more information, please visit [www.builtny.com](http://www.builtny.com).

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## BUILT® Lunchpack™ Union Square Backpack



Perfect for taking gourmet on the go, the **BUILT Lunchpack™ Union Square Backpack** features a detachable insulating lunch tote, making it a great option for carrying daily essentials and your lunch in one sleek bag. The detachable lunch compartment offers heavy duty insulating lining to keep lunch hot or cold for hours, and it zips off the backpack, making it easy to store your meal in the fridge. The backpack features air mesh straps for carrying comfort and includes a padded compartment for electronic devices. The external neoprene side pocket can hold a water bottle or umbrella. \$49.99

## BUILT® Uptown Lunch Tote



The **BUILT Uptown Lunch Tote** offers a fresh take on the popular “speedy” handbag silhouette. This fashionable lunch tote is made from BUILT’s signature neoprene and insulates up to four hours. The Uptown is roomy, stretches to fit your lunch provisions, and is ultra durable. It features comfortable handles, an interior pocket to help keep small items organized, and folds flat for storage. The Uptown Lunch Tote is free of PVC, phthalates, BPA, latex, and vinyl. The tote is also water resistant and hand-washable. You’ll feel so posh carrying the Uptown Lunch Tote that you’ll want to strut your lunch wherever you go – work, school, road trips, the park, beach, and more! \$29.99

## BUILT® Messenger Bag Lunch Tote



The ultimate commuter bag, the **BUILT NY Messenger Bag Lunch Tote** is an all-in one bike tote for dining on the go. From its long crossbody strap to secure bike attachments, this bag is so versatile you might never take it off. The bag features an easy one-hand crossbody strap adjustment, an extra-roomy interior, and multiple pockets for organization. You can stack wide sandwich and salad containers with ease; the neoprene stretches to accommodate all your essentials. The front pocket is perfect for keys or a cell phone, and the front flap has a pull tab for easy opening. The secure zip closure helps keep food insulated. Made from stain-resistant, machine washable neoprene, this bag has a secure zip closure and insulates up to four hours. Stores flat. \$39.99



## BUILT® Downtown Lunch Tote



Step up your lunch game with the hottest new lunch tote from **BUILT**. The **Downtown Lunch Tote** is infused with just the right amount of downtown cool and it looks as great as it performs. Made from BUILT's signature neoprene, this fashionable tote is a fresh take on a classic handbag silhouette. It includes a detachable charm that can be worn on the lunch bag or attached to a handbag. The Downtown Lunch Tote insulates for up to four hours, features a roomy interior and pocket for utensils, is machine washable and stretches to fit all of your daily essentials. You'll feel so glamorous carrying this bag that you will want to strut your lunch where ever you go. \$29.99

## BUILT® Growler Tote



Whether you are a craft beer aficionado or just wetting your thirst, the **BUILT Growler Tote** is the perfect companion for your favorite hand-crafted brew. One of the first of its kind, this tote allows you to comfortably carry your 64-ounce growler to any location. Featuring soft-grip padded handles and insulating neoprene, it's perfect to take to the beach, park, or party, and keeps your beverage cool for up to four hours. This machine washable tote is as slim as a thin mint when not in use, but don't be deceived by its size; it expands to fit the bottled beverage of your choice. Growler Tote is \$17.99. The Growler Tote is also available with a Growler Bottle for \$29.99.

## BUILT® Origami Wine Gift Bag



Whether it's a \$5 or \$50 bottle of wine, any bottle is sure to be the talk of the party when presented in a **BUILT Origami Wine Gift Bag**. This stunning wine carrier offers top-shelf protection for your vino and makes the perfect gift. Its unique folds make a statement at any social gathering. This wine carrier also compresses flat and secures with handle for compact storage. Each Origami Wine Gift Bag comes with a to/from tag and is made from extremely durable paper, making this the gift that can be used over and over again. From every angle, this wine tote is the chicest gift option around. Helps protect one 750ml-1L bottle. \$5.99

## Fred® & Friends “Slow Brew” Tea Infuser



Take a break from your frantic pace and let the **Fred & Friends Slow Brew Tea Infuser** make you the ideal cup of tea. This sweet sloth infuser is made of heat-resistant silicone and hangs patiently inside your mug or cup. Slow Brew is molded without BPA or phthalates and packaged in a colored gift box. Design by Lauren Hastings, Fred Studio. \$10.00

## Fred® & Friends “Tapped” Aerator Stopper



Introducing the **Fred & Friends “Tapped” faucet-style Wine Aerator and Stopper**. Turn the tap and your wine breathes as it pours. Turn it back to stem the flow and seal in the flavor. Tapped is made from food-safe polypropylene and silicone and packaged in a clear box with a full-color insert. Design by Winsor Pop, Fred Studio. \$14.00

## Fred® & Friends “Wine Lives” Wine Markers



**Fred & Friends “Wine Lives”** are the purrfect kitty wine markers to wrap around the stem of your wine glass and remind you which glass is yours. You get six color-coded silicone Wine Lives in each set, packed in a colored gift box. Design by Liz Goulet Dubois. \$10.00

## Fred® & Friends “Oh Snap!” Cheeseboard



The handsome **Fred & Friends** beechwood **Oh Snap! Cheeseboard** comes with a useful stainless steel cheese slicer. Put them together and it looks just like a giant mousetrap! Set it out at your next party and catch the comments and compliments! Oh Snap! measures 9" x 5 1/4" and is packaged in a colored gift box. Design by Sancho Hemelsoen. \$24.00

## Fred® & Friends “Oliver” Tidbit Bowl



You love olives, not to mention pistachios, but what do you do with the pits and shells? **Oliver**, from Fred & Friends, is here to save the day with his handy trunk! The **Oliver Tidbit Bowl** measures 4" high and 6 3/4" long and holds about one cup of your favorite nibbles. When Oliver is full, just pop the rubber plug on the bottom. He's made of durable white porcelain and packed in a colored gift box. Design by Robin Levein. \$21.00

## Fred® & Friends “Game On!” Air Hockey S&P



You've gotta have goals in life – and that includes keeping meals fun and your food seasoned to perfection. Fred's got just what you need. **Fred & Friends GAME ON! Air Hockey Salt and Pepper Shakers** bring the excitement of air hockey to the dining table! Made of food-safe HIPS, each set of 2 paddles and 1 puck is packed in a colored gift box. \$15.00

## Baker's Advantage® Gold Select



The **Baker's Advantage Gold Select** bakeware line features an Ilag Gold Tone ceramic nonstick coating, 0.6mm aluminized steel, and a textured bottom. The textured bottom promotes air pockets for air flow, browning and easy release. The ceramic reinforced coating is durable and helps with easy release. The collection also features rolled rims, which help prevent warping and buckling, and the lighter nonstick color promotes browning. \$12.99 – \$19.99

## Baker's Advantage® Elite Select



The **Baker's Advantage Elite Select** bakeware collection is crafted from 0.8mm aluminized steel and features a Whitford Xylan nonstick coating. The heavier gauge aluminized steel allows for better heat distribution, and also resists rust and corrosion. Rolled rims help to prevent warping and buckling. The lighter color nonstick coating helps promote better browning. \$9.99 – \$19.99

## Baker's Advantage® Crispy Bake



**Baker's Advantage Crispy Bake** bakeware features one-of-a-kind designs with perforated holes. The holes let moisture out and allow the heat to penetrate the pastry or dough, creating a perfectly golden, brown, crispy crust. The perforated holes also ensure that the air circulates freely around the dough during the cooking process, enabling the heat to be distributed quickly and evenly. Crafted from 0.7mm aluminized steel, with a Whitford Quantum2 nonstick coating, Crispy Bake is perfect for making breads, pies, tarts, pizza crusts, french fries, and more. PFOA and PTFE free. \$9.99 – \$14.99



## Baker's Advantage® Specialty Creations Cookie Cutters



**Baker's Advantage Specialty Creations Cookie Cutters** provide you with the tools to bake picture-perfect creations of some of the most appetizing and creative cookie designs featured on Pinterest. Simply follow the easy recipes included with each cookie cutter, and you'll be amazed at the results. This fun and imaginative Pinterest-inspired cookie cutter collection helps you make an edible cupcake pedestal (\$6.99), a cookie that garnishes the rim of a milk glass (\$2.99), delicious hangtags (oval or rectangle, \$2.99 each), an edible spoon (\$2.99), a pizza slice (\$2.99), and a heart-shaped box (\$2.99).

## Farberware® Slice & Spice Cutlery Set



The **Farberware Slice & Spice Cutlery Set** offers a brand new way to organize your cutlery and spices. This incredible 30-piece set includes 13 cutlery pieces and 16 filled spice jars in one space-saving, rotating unit that fits neatly on any countertop. A smaller 20-piece set, which includes 12 cutlery pieces and 6 filled spice jars, is also available. These Farberware Slice & Spice Cutlery Sets allow you to keep your knives handy for food prep and keep spices ready for seasoning, without having to open a draw. 30-piece set (\$49.99) 20-piece set (\$39.99)

## Farberware® Slice & Store Cutlery/Tool Set



The **Farberware Slice & Store Cutlery/Tool Set** features a space saving design that accommodates cutlery and kitchen tools in one caddy. The 18-piece set includes an 8" chef knife, 8" slicer, 5" Santoku, 5.5" serrated utility, 3.5" parer, all purpose shear, sharpening steel, six 4.5" steak knives, a turner, a slotted turner, a basting spoon, a slotted spoon, and a rotating black block with plenty of space to store additional tools in the four compartments on the side. \$39.99

## Farberware® Slice & Store Cutlery & Mat Set



The **Farberware Slice & Store Cutlery & Mat Set** gives you four soft-handled knives and four color coded cutting mats in a slim block design that only takes up a 2" footprint on the countertop. The set includes a 6" chef knife, a 5.5" serrated utility, a 3.5" parer, an all purpose shear, and four dishwasher safe cutting mats. \$29.99

## KitchenAid® Mandoline Slicer



The **KitchenAid® Stainless Steel Mandoline Slicer** includes a slicing blade and a 3/16" julienne blade, each with a protective cover. The mandoline features a push button blade cartridge removal for quick and easy switching of blades. A dial adjusts the slicing blade for varied thicknesses and a unique food guide helps keep hands clear of the blades. The food guide and side rails self-align for proper slicing action and an even slice every time. The mandoline's integrated storage system allows for the blade cartridges and food guide to be stored underneath, and the legs to fold in for compact storage. \$99.99

## KitchenAid® Batter Bowl & Spatula Set



The **KitchenAid® Gourmet 8-Cup Batter Bowl & Multi-Purpose Spatula Set** helps make baking easier and is a great gift. The mixing bowl features a unique spout that makes it simple to pour contents directly into a KitchenAid® Stand Mixer bowl. The Batter Bowl also features interior measurements that are easily viewed from above. The Batter Bowl is designed with an integrated tool rest so there is always a place to rest your spatula. The set comes with a unique spatula that has a cut-out on the tip which allows you to clean the wires on your stand mixer beater attachment. \$19.99

## KitchenAid® Copper Collection



The European-inspired KitchenAid® kitchenware line, shown here in a copper finish, is a stunning collection of well-designed, quality kitchen tools and gadgets (\$14.99-\$24.99), mixing bowls and colanders (\$29.99-\$99.99), and barware (\$9.99-\$49.99). This line coordinates beautifully with the KitchenAid Stand Mixer and is also available in other KitchenAid premium metallic finishes, including Empire Red and Candy Apple Red.



# LifetimeBrands

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## **About Lifetime Brands, Inc.**

Lifetime Brands is a leading global provider of kitchenware, tableware and other products used in the home. The Company markets its products under such well-known kitchenware brands as Farberware®, KitchenAid®, Cuisine de France®, Fred® & Friends, Guy Fieri®, Kitchen Craft®, Kizmos™, Misto®, Mossy Oak®, Pedrini®, Sabatier®, Savora™, Reo™, and Vasconia®; respected tableware brands such as Mikasa®, Pfaltzgraff®, Creative Tops®, Gorham®, International® Silver, Kirk Stieff®, Sasaki®, Towle® Silversmiths,

Tuttle®, Wallace®, V&A® and Royal Botanic Gardens Kew®; and home solutions brands, including Kamenstein®, Bombay®, BUILT®, Debbie Meyer® and Design for Living™. The Company also provides exclusive private label products to leading retailers worldwide. The Company's corporate website is

[www.lifetimebrands.com](http://www.lifetimebrands.com).

\*Please note that all information, product names and pricing contained in this book are published to the best of our knowledge as of March 2015. We retain the right to make changes to this information as new information becomes available.

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