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Evriholder Leverages Aronson Licenses

BY BILL MCLOUGHLIN
EXECUTIVE EDITOR

ANAHEIM, CA— Evriholder Products' recent acquisition of A. Aronson brings Evriholder into the licensed products arena for the first time and will likely result in the company's extension of that licensing effort into other of its product segments, including cleaning, HOMEWORLD BUSINESS® has learned.

"The categories of the two companies fit like a glove," Gary Seehoff, CEO of Evriholder told HomeWorld Business, in an exclusive interview. "We will probably look to expand some of their licenses into some of the other categories that we have, but their categories fit perfectly into what we do already."

Aronson currently offers a wide range of food storage,



L to R: Phebe and Bruce Aronson of A. Aronson; Gary Seehoff and Ivan Stein of Evriholder.

gadgets and kitchen accessories under licensed brands that include Campbell's, Crayola, Eggo, Hostess, Kellogg's, Meow Mix, Pepperidge Farm Goldfish, Pop Tarts, Prego, SpaghettiOs and Wonder.

The acquisition includes all A. Aronson assets, including inventory and licensing agreements, and will also result in Aronson company founders Bruce and Phebe Aronson playing a key

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TOP TEN

Advertised Heaters

SOURCE: Market Track
11/1/09 – 12/15/09

Brand	Model	Description	Common Ad Price
1 DeLonghi..	TRH0715L1500W Electric Oil Radiator	\$35.98
2 Holmes.....	HCH6150UTriple Tower Ceramic Heater.....	\$39.99
(tie) Lasko.....	5429Oscillating Ceramic Heater.....	\$24.99
4 Pelonis	HO0211Oil Free 3 Setting Electric Heater.....	\$29.99
5 Holmes.....	HQH319U1 Touch Radiant Heater	\$39.99
6 Honeywell HZ8000.....	Energy Smart Whole Room Tower Heater.....	\$49.99
(tie) Honeywell HZ7204UEnergy Smart Oscillating Heater	\$49.99
8 Lasko.....	5115Oscillating Tower Ceramic Heater w/Thermostat ..	\$49.97
(tie) Lasko.....	5132Ceramic Tower Heater w/Remote.....	\$49.97
(tie) WexfordHeater Fan.....	\$14.99
(tie) Holmes.....	HFH29851 Touch Whisper Quiet Heater Fan	\$29.99

*Rank is a weighted score based on the number of advertisements received by each product, the number of chains advertising that product, the number of stores in the chain and the placement of the item within the advertisement.

•Retail channels surveyed include: Mass Retailers, Department Stores, Hardware/Home Centers and Drug Chains.

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

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Smith's Enters Food-Prep Segment With Mandoline Debut

BY LORI SCHNEIDER
SENIOR ASSOCIATE EDITOR

HOT SPRINGS, AR— With the goal of broadening its kitchenware presence, U.S. manufacturer Smith's is debuting its first-ever food-preparation products under its Edgeware brand this year.

The company's new mandoline slicer, which will make its international debut at Ambiente, is the first product in the company's migration beyond edge-related products and is the first of the company's line of food-prep tools. Pre-orders are being taken now and more tools will be available toward the end of 2010.

Previously, the company's products have been limited to knife-sharpening tools, but, according to CEO Dan Glid-

den, the company's strategic expansion to food-preparation kitchen tools is a natural progression.

"We were growing very well in our existing business, which is sporting knives, and were looking for new interesting op-



Smith's Edgeware Mandoline is the company's first food-prep product.

portunities," Glidden said. "The gourmet housewares category made sense to us."

Smith's had already been in the segment via private branded products, but the company felt there was a void in the

mid-range market for sharpening tools.

"We wanted to bring in products that had more value-oriented price-point with features we'd normally have on a very high-end product," Glidden said. "That's really where the focus is for us. And we believe we're the innovators in the category, bringing new and interesting products to market at value for consumers and retailers."

Smith's offers a broad line of product, from manual sharpeners to electric sharpeners geared toward what Glidden refers to as cooking enthusiasts as well as the average home cook.

The mandoline, said Glidden, is the first step. "We really think this mandoline is a breakthrough," he said. "The design

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New Mandoline Marks Smith's Entry Into Food Prep

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is beautiful and it fits in any kitchen."

The mandoline features a sturdy cast aluminum frame construction, and proprietary Easy Set precision adjustment mechanism that allows users to cut foods in a wide range of thickness, from paper-thin to 9.5mm, with the turn of a knob. The mandoline slicer comes with five interchangeable surgical-grade specialty blades, including a high-performance V blade made from Solingen German steel. It comes with a six-pronged Safety Grip Food Holder that ensures safe slicing and is dishwasher-safe.

It will be priced at \$179, which Glidden said is very competitive at the higher end of the mandoline market.

"Our strategic direction and our goal is to look at tools that we can make better and present them as a good value to the consumer," said Mark Adkison, vp/sales for Smith's. "We're not just making it cheaper but with better features. That's what we

emphasize. We didn't build this mandoline to make it cheaper—it's built well; it's built with great features at a great price point, and that's the important part."

Also debuting this year from Edgeware is the Diamond Elite Pull Thru knife sharpener and



Smith's has also debuted the Edge Gourmet Electric Sharpener (above) and the Diamond Elite Sharpener (below).

the Ceramic Edge Gourmet electric knife and scissors sharpener.

The Diamond Elite features four stages of sharpening in one single unit: two manual slots, coarse and fine, for Santoku/Asian knives as well as two slots, coarse and fine, for standard knives. The Santoku coarse slot features preset diamond rods to sharpen dull Asian knives while the fine slot

includes triangular shaped ceramic stones to lightly hone and finish the edge of these double-beveled Asian style knives. The standard coarse slot with preset diamond rods sharpens dull or damaged straight knives while the triangular-shaped ceramic stones in the standard fine slot quickly finishes or lightly hones the edge of straight and many



serrated knives. Additional features include an easy to slide plastic cover to ensure proper sharpening.

It will be available to retailers nationwide early this year with a suggested retail of \$29.99.

The Edge Gourmet Knife and Scissors Sharpener featuring "Interlocking Alumina Ceramic Wheels" that are said to produce a commercial quality edge while

removing a minimal amount of metal from the knife. According to the company, this feature provides cooks an electric sharpener with a mechanical slot that can be used to lightly polish or hone straight knives as well as sharpen extremely dull knives.

The Ceramic Edge Gourmet also features coarse—with carbide blades for setting the initial edge of the knife—and triangular shaped ceramic stones for light honing of straight knives and to use for sharpening many serrated knives. Edgeware's patented scissors sharpener sharpens both right- and left-handed scissors using "floating" ceramic rods. It is available in white with stainless steel and black accents at a suggested retail of \$124.99.

To support launch of these products and the Edgeware brand, Smith's will feature new product packaging reflecting the name, as well as special in-store displays, a new housewares-focused website, consumer advertising and a social media presence with The Edge Experts blog and pages on Facebook and YouTube.

Evriholder Gains Licenses In Aronson Buy

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role at Evriholder going forward. According to Seehoff, Bruce Aronson will serve as vp/sales for the company's newly created licensing division while Phebe Aronson will fill the post of vp/creative, also within the licensing division.

All Aronson operations will be consolidated into Evriholder's facilities here, though the Aronsons themselves will continue to work out of New York, where they currently reside. Terms of the deal were not disclosed, though Seehoff indicated the deal would result in approximately 20% growth in Evriholder's current business.

Synergies

He noted that both companies had built their respective business around creative impulse merchandise and would continue to pursue that strategy with an increasing focus on licensing—both existing and potential future licensing opportunities.

"This just makes the combination of the two of us so much more valuable to our retail partners in terms of the breadth of products and brands we're able to offer," Seehoff told HomeWorld.

Two key areas where Seehoff said he saw opportunities to apply Aronson brands and licensing expertise to Evriholder product offerings were in storage and organization and cleaning. "We also could look at additional licensing opportunities within the kitchen and food areas," said Seehoff, noting that Aronson already has experience in that arena through its Campbell's, Kellogg and Wonder licensed brands.

Evriholder's ability to make the acquisition was facilitated by the company's 2008 equity investment with CID capital. At that time, CID took an undisclosed equity position in the company, which is now under the joint ownership of Seehoff, Ivan Stein and CID.

Gourmet Show, NYIGF Co-Location Expected To Attract New Exhibitors

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Following last year's Gourmet Housewares Show, held for the first time in August, GLM and IHA (operator of the International Home + Housewares Show in March) co-sponsored a survey to gauge industry demand for a second U.S.-based gourmet housewares-related show.

While GLM reported the survey indicated notable industry demand for a second show with early first-quarter timing, IHA and GLM couldn't agree on how the two groups might work together on such an event. "The conversations were good and they were elevated, but there was no clear mandate [for the IHA to collaborate with GLM on a second show]," said Phil Brandl, IHA president.

GLM's effort to recharge the Gourmet Show has followed a winding road since the show—pinched in its mid-spring timeslot by the 2004 shift of the International Home + Housewares Show to March—moved in 2005 from its San Francisco base to Las Vegas to co-locate with the National Hardware Show. The Gourmet Show followed the National Hardware Show to Orlando in 2007 and back to Las Vegas in 2008 before GLM returned the show to San Francisco in 2009 in an August slot nearly five months removed from the Housewares Show.

Despite what GLM reported was a positive exhibitor and visiting retailer response to the 2009 show's San Francisco return, the show's owner determined added support was needed to reverse the exhibitor decline and sustain the show as a freestanding event. That triggered GLM's outreach to IHA to co-sponsor the trade show survey.

When a collaboration with IHA didn't materialize, GLM determined it could buttress the Gourmet Show and serve demand for a specialty housewares show by co-locating it with the winter gift fair in New York.

GLM expects the January 2011 co-location of the Gourmet Show with NYIGF to bring about 150 new exhibitors to a gift fair that has expanded its upscale housewares and tabletop base in recent years.

Higher-End Focus

Belshaw said GLM wants to keep the Gourmet Show, as a division of NYIGF, focused on higher-end kitchenware resources, including cookware, bakeware, kitchen gadgets, cutlery, textiles and specialty foods. She acknowledged that although an early-year NYIGF/Gourmet Housewares Show co-location might seem less favorable to the kitchen electrics segment, GLM hopes to feature upscale electrics at the event.

"We want to preserve the heart and soul of the Gourmet Show," Belshaw said. "The quality and focus of resources that we'll put together will be consistent with what we've presented over the years. The power of co-location and the benefits of cross-marketing and cross-buying are meaningful. Results are more important to the gourmet community now than having a standalone event."

New York's Jacob Javits Center, longtime NYIGF host venue, by January 2011 should be about six months into a major renovation and expansion plan. GLM plans to shuffle space at Javits to accommodate new gourmet exhibitors and position them adjacent

to the fair's existing housewares and tabletop exhibitors and Accent On Design.

While the Gourmet Show formally is slated for the winter NYIGF, Belshaw said GLM plans to cultivate participation in the summer NYIGF by gourmet suppliers and retailers who prefer that pre-holiday timing.

"We're getting calls from people glad to hear the Gourmet Show will be preserved and there will be an expanded opportunity at the gift fair," Belshaw said.

On the possibility of the Gourmet Show returning to a standalone event, Belshaw said, "As the market strengthens, we will remain open to different positioning. The market will dictate the platform most important for the specialty gourmet industry."

"I'm glad we're not losing this show," said Bob Coviello, president of HTI Buying Group, whose annual member conference has been concurrent with the Gourmet Show the past few years. "The independent stores need two shows."

Coviello said waiting more than a year for the next Gourmet Show "may be a challenge for some retailers this year," he said. "From a buying group point of view, we will need to be even more active [in 2010] to keep our members connected with their suppliers."

Janis Johnson, president of the Gourmet Catalog buying group, said, "Gourmet Catalog is ready to support GLM and the Gourmet Show. "We believe it is important to have the opportunity to regroup and begin planning early in the year," added Johnson, who stages Gourmet Catalog's start-of-the-year conference in Atlanta in early January concurrent with the Atlanta Gift Market.