

VOL. 1 ISSUE 1

PREMIERE ISSUE

Newest products in HD video online at www.housewaresmagazine.com

HOUSEWARES™

FALL 2008

MAGAZINE



Ed Kilduff



Dean Chapman

PSRST STD
US POSTAGE
PAID
ITHACA, NY
PERMIT #476

In This Issue

**BB&B's Holiday Sales:
The 'Linens' Connection**

**Acme Intl. Licenses Oster,
Takes Brand Into Non-Electrics**

**HomeGoods Thrives In Hard Times
By Off-Price Sourcing and Selling
Key Housewares Brands**

**Pollen Design: Great Housewares
Products for '09 from 247 Centre St.**



prepara.
daily performance today™

Housewares Magazine™

The next generation of Print and Online HD Video

NEW YORK—

Housewares retailers are facing the most challenging selling environment in decades. Consumers have little confidence, and at even the most successful retail chains they are visiting stores less frequently. Pricing from China, whether you are buying housewares direct or through vendors, is unstable on a week-to-week basis. This is a holiday selling season when you have to forecast to be short rather than long, and at the same time keep your OOS position to a minimum.

Welcome to Housewares Magazine™, the next generation publication for you — the retail executive, GMM, DMM and housewares buyer. Whether you are buying for a department store, big box unit, specialty retailer or discounter, our mission is to provide you with a preview look at the newest housewares products, licenses, product trends as well as features on up and coming designers and suppliers.

We hope you enjoy our color-splash format with large and exciting photography — of products and the people who have designed them.

A special innovation is our new HD digital video website, www.housewaresmagazine.com. We will show you the newest products. The newest licenses. And we'll take you to the most important shows worldwide.

We'll bring the industry right to your computer. Read about important players in our magazine, then see them in

HD video on our new website. Can't get to a trade show. We'll go for you.

This is the next generation of housewares media — print that brings you the newest products and trends, combined with a hi-tech website which brings it all to life with HD video coverage.

It has not been accomplished this way before. As your travel time and budgets have been cut, let



Ian Gittlitz



Ian Gittlitz, Housewares Magazine Publisher, (left) talks design and 2009 products with Dean Chapman (middle) and Ed Kilduff (right).

Housewares Magazine and its website bring the newest products and trends to you.

This issue we bring you an analysis of retail selling for the holidays — focusing on the impact of 'Linens' on the market, and especially BB&B, where sales and profit margins are critical.

We also highlight for you key companies and the newest product trends in glassware, seasonal appliances, small electrics, wine accessories, plastics and storage.

Enjoy the company profiles of industry leaders. Enjoy an exclusive look at a number of 2009 new products.

A special cover story features two very important new designers in housewares — Dean Chapman and Ed

Kilduff. From SOHO in New York, they have founded the exciting new company, Prepara. But they also design on assignment for other housewares companies. They are among the most talented designers in our industry and here's your chance to read about them in depth in print and also see them in HD video online at www.housewaresmagazine.com.

In print and online, you can stay in front of the newest trends and products with Housewares Magazine. See and hear these industry leaders predict the future of the industry for this holiday selling season, and for 2009.

This publication and website will break new ground and they are all about bringing the industry to you.

“This is a new generation of housewares media coverage. We bring the industry to you. In print, we offer bright, glossy coverage of new products and their designers. Online, we bring you HD video of new products, designers and shows worldwide.”

HOUSEWARES™ MAGAZINE

Housewares Magazine has applied to be a member of the Audit Bureau of Circulations.

- | | |
|------------------|-------------------------|
| Ian Gittlitz | Publisher/Editor |
| Terry Hambel | Production Manager |
| Adam Rosenberg | Photography |
| David Stark | Artist |
| Jessica Shely | Asst. Artist |
| Peter Chamberlin | Circulation Manager |
| | Housewares Magazine LLC |

prepara®

...making everything better™



Kilduff and Chapman *Pollenate* Home Horticulture Growth for 2009

Ed Kilduff and Dean Chapman worked together at Smart Design when client OXO had only five SKUs. It was the late 1990's and it was time to go.

Kilduff and Chapman wanted the same thing: independence and a chance to design together and independently within their own company.

But they each needed a client. Kilduff landed Metrokane and Chapman won an assignment from Bell South.

In 1997, they joined and formed Pollen Design, opened a teeny 500 sq. ft. office at Prince and Wooster Streets in lower Manhattan, and nothing's been the same for them – or the housewares industry – since.

They formed consumer brand Prepara in 2007, the exciting name in the business which has already found the shelves of Sur La Table.

Today, Prepara and Pollen Design each represent about 50% of their total business together

Continued on page 16

Prepara and Pollen Design each represent about 50% of their total business.



The Cliq! Garlic Crusher established Prepara's reputation. The green model is exclusive to early buyer Williams-Sonoma.

Dash Lands Prepara at BB&B, Target.com and Williams-Sonoma

Evan Dash, one third owner and ceo of Prepara, has an impressive retail background. He has been a senior vp at Macy's as well as a gmm at Linens 'n Things. After achieving all that in a fast-paced 15 year retail career, today in addition to his equity position in Prepara he also owns two other companies.

And he's only 36.

Dash also owns Primula, a coffee and teas products company, as well as Innovative Technology, a lifestyle electronics company.

When Dash first saw the Prepara line in 2005 he was sold.

"It was coolest collection of products I had ever seen," he said. "When I met with Ed and Dean, I advised them they had to fill in all the holes in the line. With my retail knowledge, I helped make them aware of all the product opportunities they had."

Today, Dash makes 90% of Prepara's sales – and this is a diverse and growing list of retailers.

It includes Target.com, Williams-Sonoma and QVC.

"Prepara is only now starting to build market awareness in the housewares trade," Dash observed. "Our name and products is growing with consum-



Evan Dash

ers. They want to see more products from our company."

Prepara products are finding their way onto a growing number of retail shelves.

The newest is BB&B, where Dash said Prepara is being tested with a number of SKUs, including: trio peeler, ice cream line, power plant and herb savor.

"Consumers love unique products – there is not a single commodity product in the Prepara line," he declared.

Dean, with equity positions in three different companies, clearly is someone who cannot sit still.

"I like to diversify my time," he said. "I love being part of product development and I love bringing this line to retail."

Typical of an entrepreneur, Dash enjoys a smaller company like Prepara where decisions can be made quickly – without hours of formal meetings.

"This is a great story for the housewares industry – our industry does not have enough emerging companies with fresh ideas," he said. "We need more of them. We need the people with the talent and courage to develop new ideas and bring them to market."



Prepara is an exciting new brand, an innovator, which is putting Kilduff and Chapman on the housewares map.

Kilduff maintains his ongoing design relationship with his first client, Metrokane (see separate article), but now also has a body of design work that is branded and high exposure.

He and Chapman launched Prepara and started shipping product in May 2007.

The line now includes a broad range of exclusives — from Prepara cookbook holders, ice cream scoops, ice cream pint sleeves, pepper mills, salt mills, the tri blade peelers, papertowel holder, cookbook holder, redefines basics in the kitchen.

In 2009, Kilduff said, the company will introduce six new products.

Its Cliq! Garlic crusher has established the company's reputation in the industry — but the green model is exclusive to Williams-Sonoma. Able to crush four garlic cloves at once, its powerful ratcheting mechanism makes the sound that earned its name. When key players at Williams-Sonoma saw it, they made an early and immediate commitment.

New from Prepara for next March will be the power plant mini for growing herbs. The device has six mini pods and each pod accepts a plant seed into a spongelike base. The plant will germinate through a paper covering. It is fascinating to watch it grow, Chapman said.

"It's fascinating," Kilduff said. "It is also educational. You can watch the plant grow for two weeks, and you harvest in the third."

"You can watch the plant grow for two weeks, and you harvest in the third."

— Ed Kilduff

Able to crush four garlic cloves at once, its powerful ratcheting mechanism makes the sound that earned its name

Cliq!



Partnering with Burpee Will Seed Future Growth

NEW YORK —

Cross-merchandising could be key to the success of Prepara's new horticulture products. It has entered into a strategic partnership with W. A. Burpee, the nation's largest seed supplier.

Burpee, based in Warminster, Pa., and Prepara entered into an agreement to cross-merchandise Burpee's line of seeds as the two companies cross-merchandise into each other's retail markets and web sites.

"This is truly a synergistic partnership," said Dean Chapman, president of Prepara. "It allows Prepara to reach into Burpee's garden-specific market segment, while our new line of Power Plants offer Burpee an opportunity to sell seeds all year around and into consumer sales channels dominated by Prepara."



Prepara (see main story) is expanding its line of hydroponic green growing machines, herb savors and culinary accessories.

In Prepara's products, seeds are planted into a sponge like material and then bathed in a diluted nutrient, allowing plants to grow faster and fuller, the company said.

"While we have a revolutionary new product,

Burpee will add over a 100 years worth of plant and seed experience to the relationship," said Even Dash, Prepara's ceo.

Additionally, the partnership gives Prepara access to Burpee's large seed catalog and ensures availability of the most popular seeds for use in Prepara's appliances year round.

Prepara's new green growing machines comes at a time, the company says, when the trend to indoor, kitchen growing appliance industry has taken off. They appeal to consumers with little or no growing skills or experience, and those limited in urban areas with little garden spaces. Additionally, the growing appliances appeal to gourmet chefs and consumers who wish to grow their own home-grown herbs or early plant starters, the company said.