



Our Products as featured in...

VOLUME 20 No. 5 MARCH 3- 16, 2008 International Home + Housewares Show Preview

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B U S I N E S S ICD Publications

Best of the Best
Design Award Winners
Reflect Innovation

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HOUSEWARES Design Awards 2008



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2008 Housewares Design Awards Coverage HOMEWORLD BUSINESS®

Best of the Best

<p>Cookware & Bakeware</p>  <p>Lodge Mfg. Co. 12-inch Seasoned Cast Iron Skillet with Stainless Steel Handles</p>	<p>Food Preparation Electrics</p>  <p>Breville Die Cast Hemisphere Blender</p>	<p>Cooking Electrics</p>  <p>Zojirushi RIZO Micom Rice Cooker</p>
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<p>Cutlery</p>  <p>Douglas Quikutz/Ginsu 12-piece Chikara Cutlery Set</p>	<p>Floor Care Electrics</p>  <p>Robert Thomas L.P. Rotho Twin II</p>	<p>Furniture</p>  <p>Avenue Six Curves Button Back Chair</p>	<p>Home Environment Electrics</p>  <p>Swizz Style, Inc. Max Heater Fan</p>	<p>Home Organization, Laundry Care & Non-Electric Cleaning Products</p>  <p>Casabella Holdings, LLC Bamboo Broom</p>
<p>Kitchen Hand Tools</p>  <p>Trudeau Corp. Flipper 4-in-1 Measuring Spoon</p>	<p>Kitchenware & Barware</p>  <p>Metrokane Inc. Flip-Top Cocktail Shaker</p>	<p>Lighting & Home Décor and Outdoor Living</p>  <p>Outlet Inc. Magnetic Light for BBQ Tools</p>	<p>Personal Care/Health Care and Garment Care Electrics</p>  <p>Revlon Inc. Expert Effect All-Around Pumice Stone</p>	<p>Tabletop</p>  <p>bambu, LLC KIDS Baby Utensils</p>

13 Best, 3 'Best Of Best' Honored At Housewares Design Awards

BY LISA COWLEY
ASSISTANT EDITOR

NEW YORK— The 13 "Best In Category" honorees at the Fifth Annual Housewares Design Awards share a commitment to innovative yet functional design as a way to add value to their products.

The 5th Annual Housewares Design Awards were presented by HOMEWORLD BUSINESS®, with educational support from the International Housewares Association and the sponsorship of George Little Management and DuPont Teflon. Sixty-five finalists were chosen from a pool of more than 320 entries, representing 13 core housewares product categories. An independent panel of judges evaluated products based on functionality, aes-

thetics, innovative materials and technology, user benefits and market response.

This year, in addition to the 13 Best in Category awards, three honored companies were also presented with a "Best of the Best" award in gold, silver and bronze.

Lodge Manufacturing Company won Best in Category for Cookware and Bakeware and also took the gold for its 12-inch Seasoned Cast Iron Skillet with Stainless Steel Handles.

"We have lived for years with that classic look. There is a demand today for innovation, for something new. We tried to find something that went with the natural beauty of cast iron. It took 18 months of development to come up with this piece," said Henry Lodge, COO and president. "One of the things that was

very important was finding materials that would expand and contract at the same rate. Not only are the new stainless steel handles a good fit aesthetically, they have similar heat and durability characteristics."

In Food Preparation Electrics, Breville took Category honors for its Die Cast Hemisphere Blender (800BLXL) and took home the silver Best of the Best award.

"Breville is really all about design. It's the heart and soul of the brand. In developing the 800BLXL, we took every comparable blender on the market and used them as benchmarks, and found flaws in each and every one of them. Some left chunks of ice in the bottom of the jar and others left whole leaves in pesto—they had dead zones," said Rob Sheard, marketing manager for Breville. "In

the development of the Hemisphere, we eliminated that and went for overall aesthetics."

In Cooking Electrics, Zojirushi won Best in Category for its Rizo Micom Rice Cooker and Warmer and took home the bronze "Best of the Best" award. Marketing manager Marilyn Miyuki Matsuba said, "We wanted to differentiate our product [from other rice cookers]. We wanted something more fashionable, something consumers would want to keep out on their counters, not just put them away into their cabinets." The rice cooker was also designed with the Western consumer in mind, said president and CEO Kaz Suzuki.

Douglas Quikutz/Ginsu took the top honor in the Cutlery category with its 12-piece Chikara Cutlery Set. "The de-

sign of Ginsu has been taken to a whole new level with our elegant, Asian-inspired Chikara cutlery set," said Michelle Cernosek, manager of corporate communications. "The Japanese steel and attractive bamboo block make the Chikara series a wonderful addition to any household kitchen."

Robert Thomas L.P. was named Best in Floor Care Electrics for its Rotho Twin II vacuum. "For us, you have to offer products that will generate the highest consumer interest. You need to excite people, go with the trends," Thomas Slusarek, product marketing manager, said. "Our engineers work hand in hand with the designers." Look is important, he emphasized, for differentiating product in the market today.

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Above: From Casabella, l-r, Carol Luckhardt, Bruce Kaminstein, Quan Li, Peter Giannetti (HomeWorld Business) and Andre Sampaio.



Left: From Outset, l-r, Jeffrey Norling and Curtis Anderson.



Above: Metrokane's Joel Grossman.

Honorees Address Design Motivation

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Casabella LLC won Best in Category in the Home Organization, Laundry Care & Non-Electric Cleaning Products category for its Bamboo Broom. "We're working for more green product," said Carol Luckhardt, director of marketing for Casabella. The broom's aluminum pole is both durable and lightweight, she noted, and its bamboo and palmyra bristles are both functional and environmentally friendly. "If it's designed well, comfortable to use and lasts a long time, it makes buying a Casabella product more economical," said Luckhardt.

In Kitchen Hand Tools, Best in Category went to Trudeau Corporation for its Flipper 4-in-1 Measuring Spoon. "Trudeau has a history of being driven by design and function. In today's competitive market, it is critical to be at the forefront of design. Consequently, we have a team of developers and designers that work on each category to make it the best it can be," said Dwight Bergmann, national sales manager for Trudeau. "With the Flipper Measuring Spoons, we sought to solve consumers concerns that measuring spoons be easy to use, space-saving and truly unique. We think we've accomplished that with the Flipper."

In Kitchenware & Barware, Metrokane, Inc. took top honors for its Flip-Top Cocktail Shaker. "In all the Metrokane products we design, we strive for innovation. We want consumers to look at the shelf and see something fresh. Most retailers are looking for something new to catch their consumer's attention," said Joel Grossman, CFO of Metrokane.

Outset, Inc. was honored in the Lighting, Home Décor and Outdoor Living category for its Magnetic Light for BBQ Tools. "For us, it all starts with an idea, which is only as good as you execute it. We tweaked the interpretation of how to make the perfect tool," said Curtis Anderson, president of Outset, Inc.

Added CEO Jeffrey Norling, "We're all about taking the items you use every day and making them easy and fun to use. It's all about design. For us, the concept of the magnetic light was easy, and the uses are broad and not limited to being used on barbecue tools."

Best in Category in Tabletop was awarded to bambu, LLC for its bambu KIDS baby utensils. "Good design has to answer a need," said Jeff Delkin, owner and co-founder. "There are three key aspects [to bambu product development]. First and foremost is design and function. Second is value. Third is the environmental story."

Rather than designing for design's sake, he emphasized, products need to have a functional element, as well.

Revlon Inc. took Best in Category in Personal Care, Health Care and Garment Care Electrics for its Expert Effect All-Around Pumice Stone. Swizz Style was honored in Home Environment Electrics for its Max Fan Heater. In Furniture, Avenue Six won top honor for its Curves Button Back Chair. Representatives from these companies did not attend the awards event.

2008 Design Award Winners Accept Their "Best" Awards



Above: From Lodge Manufacturing Co., l-r, Henry Lodge, Phil Brandt (IHA), Dave Shouse, Randy Phillips, Keith Nunley, Mark Kelly, Jeanne Scholze, Donna Lodge, Peter Giannetti (HomeWorld Business).



Above: From bambu, l-r, Jeff Delkin and Brian Cavallo.



Right: Trudeau's Dwight Bergmann.



Left: From Zojirushi, l-r, Hiro Osumi, Kaz Suzuki, Marilyn Matsuba.



Below: Robert Thomas LP, l-r, Thomas Slusarek and Glen Lawless.



Above: Douglas Quikut/Ginsu's Michelle Cernosek.



Left: From Breville, l-r, Danielle Rabin, Robert Sheard, Beng Liu and Adele Schober.



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Lodge Color, Porcelain Enamel on Cast Iron is re-ordering everywhere it goes. The casseroles, skillets, roasters, and Dutch ovens are available in gradated red, blue, green, and brown. Which will you order?

Booth 3218 at the Chicago Housewares Show.

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