

HOMEWORLD®

B U S I N E S S

2020 Outdoor Living Report



Staying Home Gives Grillers Chance To Master New Skills

BY LAUREN DEBELLIS
Senior Editor

NEW YORK— Even before the COVID-19 pandemic forced the majority of the country to stay at home amid various versions of governmental regulations, year-round outdoor grilling continued to trend high among consumers.

According to Hearth, Patio & Barbecue Association's (HPBA) biennial consumer survey, released in March, 75% of owners grill in the winter with 23%

taking to their grills on Super Bowl Sunday; 13% on Thanksgiving; and 9% on New Year's Day.

And while flavor (68%) is the leading factor as to why consumers are taking their cooking to the grill, HPBA also reported that lifestyle remains a high factor, with 45% of consumer responses selecting that factor.

Add convenience, hobby and the impending warm weather to the list of key factors that are inspiring consumers to

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CORONAVIRUS COVERAGE

Vendors Pivot Production To Support Their Communities

NEW YORK— Many housewares vendors are doing what they can to support their communities during the coronavirus pandemic with a range of charitable and product initiatives.

One commodity in short supply has risen in awareness: face masks. While primarily aimed at providing face masks for health care workers and frontline responders, with some offered to consumers, several housewares vendors have geared up their manufacturing facilities to provide face masks of various sorts.

J.K. Adams has retooled its Vermont facilities to produce full face shields. The company said it is using its Computer Numerical Control (CNC) machinery, and sourcing knowledge, in an effort to aid in mitigating the shortage of personal

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Kitchen Electrics

Kitchen electrics sales heat up as consumers get cooking. **Page 20**

“Retail categories that are also strong DRTV categories— kitchen, cooking, cleaning, beauty, bedding— are well positioned.”

—Andy Khubani,
IdeaVillage
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Comfort, Wellness & Beauty

Rising healthy home concerns benefit air quality categories.

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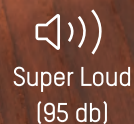


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Scott Boilen, CEO of Allstar Innovations (above); Andy Khubani, CEO of IdeaVillage; and Craig Jordan, svp/sales and customer solutions for Ontel Products spoke with *HomeWorld Business* on how As Seen On TV companies are set up to serve homebound shoppers and retailers operating during the crisis, while laying groundwork for when the recovery begins.

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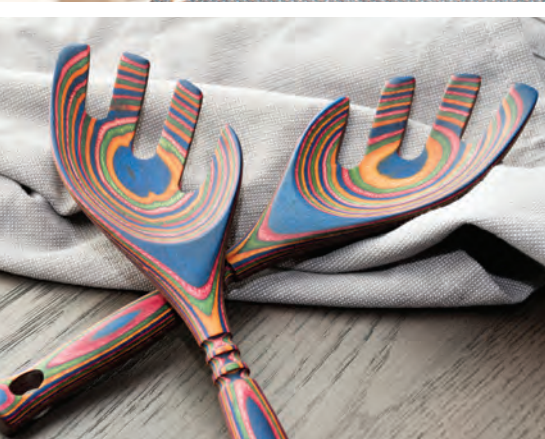


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Cleaning Tools Sustain Sales As Consumers Seek To Stay Healthy

By MATTHEW KRAMER
Managing Editor

NEW YORK— With a growing, heightened awareness of cleaning their homes, consumers are currently gravitating towards cleaning tool products to make their lives easier. Eco-friendly and sustainable cleaning tool products are also showing a resurgence, renewing momentum in the category as well.

Retailers and vendors have recently reported strong sales in several key household product categories, including cleaning tools.

“Consumers are more engaged with cleaning than ever. It comes as no surprise that products such as gloves are seeing a spike in sales across the category. But other items such as sponges and reusable microfiber cleaning items are also showing incredible growth as well,” said Pippa Peterson, brand marketing manager, Bradshaw Home.

“O-Cedar has seen an increase in cleaning tool sales across multiple retail channels. When looking at total U.S. sales for the cleaning categories we play in, we’ve seen over a 50% increase compared to last year with the greatest increase in gloves which show an increase of 142% versus a year ago,” said Elaine Lohse, U.S. marketing

director for Freudenberg Home and Cleaning Solutions, whose portfolio includes O-Cedar.

According to Coresight research, in March and April shoppers continued to buy more nondiscretionary or essential categories such as food, everyday household products, personal care and health products. In fact, other than food, household products, which includes cleaning tool product categories, was the second most shopped category during the time period, with 43.6% of consumer respondents saying they would buy more household products. In the e-commerce channel, household products including cleaning products were the top shopped product in the first weeks of April, with 52.6% of respondents saying they bought in the category.

“Ensuring products are available online and available for pick-up/home delivery has been crucial,” noted Lohse.

While stick goods and cleaning tool manufacturers have an established foundation in the home, the current environment has raised more awareness of the benefits of cleaning tools, as consumers look for ways to boost their efforts to create a healthy home.

“Consumers currently have a much more astute focus on their health and hygiene. Of course, keeping their

homes clean and healthy plays a role in that,” added Lohse. “So, we see an increase in cleaning frequency to minimize contamination, an increase in personal protection measures such as wearing gloves and an increased use of disposable products to minimize contamination. There has been a frequent renewal of products conducive to the accumulation of bacteria, such as cloths and mops, and products which prevent contamination between spaces such as mops and brooms.”

By mid-March, the market saw a major change in consumer purchasing patterns, at least for the short-term.

“Our environment began to change dramatically in early March, and many U.S. consumers embarked on a new home-focused reality,” said Joe Derochowski, home

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Bradshaw Home's Casabella Infuse refillable spray mop is part of an eco-friendly line.

eBay's program offers online support for small businesses.



eBay Gets Up & Running To Put Small Businesses Online Fast

By MIKE DUFF
Executive Editor

SAN JOSE, CA— With the coronavirus outbreak pressuring small businesses, eBay has launched Up & Running, an

accelerator program it developed to help retailers without an e-commerce presence start selling online.

In doing so, eBay is building on previous efforts to connect small businesses with online shoppers and create

a new reason for consumers to interact with its e-commerce platform.

The company has promised as much as \$100 million in support for small businesses across North America.

“People everywhere are feeling the effects of the coronavirus pandemic, but small businesses have been especially affected by COVID-19 and are facing significant economic hardship,” said Marni Levine, eBay vp/seller operations and engagement. “To do our part to help, we launched the Up & Running program to help U.S., brick-and-mortar businesses without an e-commerce presence transition to selling online.”

Although the current circumstances are less than ideal for most business ventures, she pointed out that both consumers and small retailers now have a reason to consider new ways to approach the marketplace.

“Many local small businesses have operated solely out of a physical location for their entire existence,” Levine

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The Responsibility Of Selling With Purpose

KROGER'S RECENTLY released "Blueprint for Businesses," a guide to help companies navigate safely through and past the COVID-19 crisis, leads with six words:

"Now more than ever, purpose matters."

Kroger then states its purpose is "to feed the human spirit." What no doubt is a sincere mission of community support during challenging times also reminds that Kroger is in the business of selling products and services to feed people.

Marketing Minefields

Messaging must be carefully and creatively balanced at a time when consumer-facing businesses are tiptoeing through marketing minefields trying to avoid charges of tone deafness while still needing to compete.

"It's not about selling, it's about helping," an industry executive declared about what constitutes an effective, socially responsible promotional attitude during this crisis.

But one could counter that it's still about selling. What needs to change is what you are selling and how you sell it.

It very well could be more crucial to promote genuine, meaningful purpose to consumers now to retain them as customers later when it's time to



sell them products.

It has been uplifting to see so many home and housewares companies step up to support relief efforts during this crisis. Such compassion and generosity is not surprising from an industry of vast influence that has always been united in a purpose to make daily life more pleasant.

Higher Values

That purpose matters is hardly a novel consumer ideal. It is much more influential universally, however, in light of such unforeseeable, ground-shattering circumstances.

Younger American shoppers, well before the coronavirus locked down lives and stores, taught marketers how much social responsibility factored into their shopping choices. Now, many others previously unswayed by such considerations are learning to place a higher value on businesses committed to higher societal values.

If it is insensitive and unsavory (and it is) for businesses to try to capitalize overtly on a profoundly painful crisis, that shouldn't discourage industry and retail leaders from reaffirming and strengthening sincere connections with their customers. A window has opened,

meanwhile, for smaller, fledgling or fragile businesses to shape authentic, attentive identities that could reinforce their prospects heading into a recovery.

Goodwill Vows

Expect little forgiveness for hollow promises from some businesses that might crop up as a shaken marketplace resets its confidence level and consumption priorities.

Declaring more responsibility during this crisis means accepting more accountability. Distressed consumers, likely more aware of their vulnerabilities, will be vetting and following every commercial vow of goodwill closely.

People want to listen. They crave hopeful, sincere words that result in helpful, meaningful actions.

It took just six words for Kroger to initiate a convincing, benevolent and responsible blueprint for businesses.

Purpose matters. Now more than ever.

People will remember that when they're ready to buy.

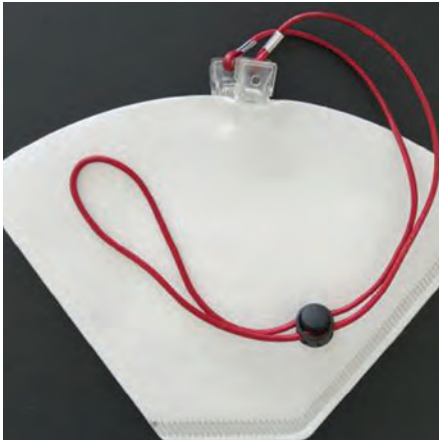
EDITOR-IN-CHIEF

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Communities

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protective equipment (PPE) for health care workers and the public.

“We find ourselves in a position either to be bystanders, or to adapt to support the amazing emergency service and health care teams on the front lines,” said Daniel Isaac, the company’s CEO. “J.K. Adams is banding together as a team and offering our technical skills and facilities. We have retooled our facility to produce protective full face shields. The team is skilled and dedicated, and we are ready to be a part of the solution.”

According to J.K. Adams, the full face shield has been approved by the University of Vermont’s Medical Center for use in its health care setting. In addition, the company has received a bulk order from the state of Vermont and a bulk order from the U.S. Air Force medical support team in New York City. J.K. Adams said it expects to be able to produce 50,000-plus units per week.

GelPro, a manufacturer in Waco, TX, which makes comfort mats, is now using its technology and machinery to create face shields that health care providers can use.

“We’re seeing a lot of cooperation between people trying to solve problems and pull together,” Robb McMahan, CEO of GelPro, told the Texas Tribune. “A situation like this is bringing out the best in everyone.”

GelPro has done a first production run of 40,000 face shields and if there is additional demand will continue to produce shields as long as there is a need. The company also said it will begin face mask production in early May with a projected annual manufacture rate in the tens of millions.

GIR, a manufacturer of silicone kitchenware, has also shifted its production efforts and is working with its factory to produce a reusable silicone mask for non-medical general

purpose use. The mask is a breathable face shield, made with the same platinum-grade, FDA and LFGB approved silicone used to make all GIR products.

“We’ve pivoted our business to manufacture silicone masks packaged with PM2.5 filters. We’ll donate as many as we can, and we’ll also start to sell these to individuals near cost so that every essential worker, their families, and beyond, has a chance at slowing the spread of COVID-19,” said Samantha Rose, founder and CEO, GIR. “Our reloadable silicone masks are not medical devices and shouldn’t replace N95, surgical, or procedural masks, but they do stand proud as a much-needed option in the race to protect our communities.”

The Melitta Group is switching parts of its coffee filter production operations in Minden, Germany, to produce face masks.

Melitta noted that the face masks were developed by three companies from the group, each one of them from different industries and segments, all specialists in the production of filtering materials. The material used to produce these masks is not made of regular paper filter as used in Melitta coffee filters, it consists of a three-layer non-woven material. The mask is shaped like the brand’s coffee filters, with filtration, breathing and wearing characteristics.

It recently produced the first million masks and said that existing capacities should be capable of producing up to one million masks each day in the near future. Melitta also plans to use existing production capacities in the U.S. and Brazil to manufacture face masks for countries in North and South America.

“With our production capacities, we are able to manufacture considerable quantities of face masks in a very short time,” said Jero Bentz, member of the Melitta Group’s chief corporate management and general partner. “For decades, our company has specialized in the development and production of filter materials such as coffee filters, vac-

uum cleaner bags and other industrial specialty papers such as non-woven wallpaper and raw materials for air filters— including for the medical sector.”

The Vollrath Company, parent company to the NUCU line of cookware and bakeware, has converted several of its existing products to support medical safety and sanitization.

“Food preparation requires a high-level of sanitation, so we are very familiar with these types of standards. We have started to look at our product offering with a different perspective and have generated ideas like squeeze bottles for bulk hand sanitizer dispensing,” said Jean Horvath, vp/custom and specialty products division, Vollrath.

The company has also transformed mobile cleaning carts, traditionally used for ice cream equipment, to now be used as sanitization stations.

“These sanitization stations can be used in make-shift hospitals, manufacturing locations and additional locations that need the ability to wash or sanitize equipment,” Horvath added.

The company is also providing a variety of breath guards, traditionally used in buffets and serving stations, to retail stores in an effort to keep personnel safe.

Walker Edison donated desks to individuals who now find themselves working and teaching their kids remotely and are unable to afford a desk in their home. The offer included both a desk and free shipment. Walker Edison donated over 500 desks to individuals and families. **HWB**



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CLOCKWISE FROM TOP LEFT: GelPro is manufacturing face shields.

GIR’s reusable silicone mask.

J.K. Adams’ full face shield.

Melitta Group’s face mask is shaped like the company’s coffee filters.

Vollrath’s sanitization station.



eBay's small business support initiatives include its Retail Revival program (shown here and below) which complements the new Up & Running promotion.

eBay

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said. "The new restrictions have forced retailers to explore other avenues, and we're grateful to be able to offer a program where business owners can venture into e-commerce at no cost to them until June 30. Our shoppers are also excited at the prospect of shopping from their favorite hometown stores and supporting their local economies."

Up & Running gives new sellers a free basic eBay store for three months, which provides program participants the chance to reach more than 180 million shoppers around the world who interact with the e-tailer's marketplace. As they operate on Up & Running, the storefronts allow businesses to sell up to 500 items for free. Under the program, eBay also will offer educational webinars, individual support and connections to experienced sellers. Up & Running participants also receive the resources other eBay partners use to run their business on the company's marketplace including a suite of exclusive marketing and merchandising tools, customization features to build a brand and discounted shipping supplies. At launch, the company reached out to potential Up & Running participants through various means. As the program proceeds, the e-tailer plans to use eBay.com as a promotional vehicle.

"We are employing all available

channels to make sure small businesses know about the resources available to them on our marketplace," Levine said. "Additionally, we will be promoting our sellers by highlighting local stores on eBay.com, like within our small business hub, to provide new ways for shoppers to support their favorite local businesses while staying home."

To participate in Up & Running, small businesses can visit ebay.com/upandrunning to create a business account on the sign up page, then register the business by following instructions and guidance to activate the no-sales-fee offer. Once up and running, they can access the selling and marketing resources available.

The Up & Running program complements eBay's Retail Revival initiative, which the company rolled out in 2018 to create economic opportunity and help small business people in various markets across the U.S. that could stand a boost. Retail Revival assists brick-and-mortar retailers in cities experiencing economic doldrums reach a broader audience. Debuted in Akron, OH, it has since expanded to Lansing, MI, and Greensboro, NC. Outside the U.S., eBay has established Retail Revival programs in Wolverhampton, in the United Kingdom, and Halifax in Canada.

As the coronavirus crisis began, eBay sought more ways to work with small business operators.

"Small businesses have been some

of the hardest hit in the wake of the pandemic," Levine said. "eBay is in a unique position where we're able to provide resources and a platform to hopefully help alleviate some of the stressors that businesses are facing. Our government relations team has been focused on advocating for our sellers and small businesses with legislators through a grassroots advocacy program to ensure that small businesses are included in important economic relief decisions. Additionally, the team compiled an ongoing list to support small businesses during this time with information on federal and local resources for small business owners at ebaymainstreet.com/covid19."

The COVID-19 pandemic has had a broad impact on eBay, which has prompted the company to adjust to new

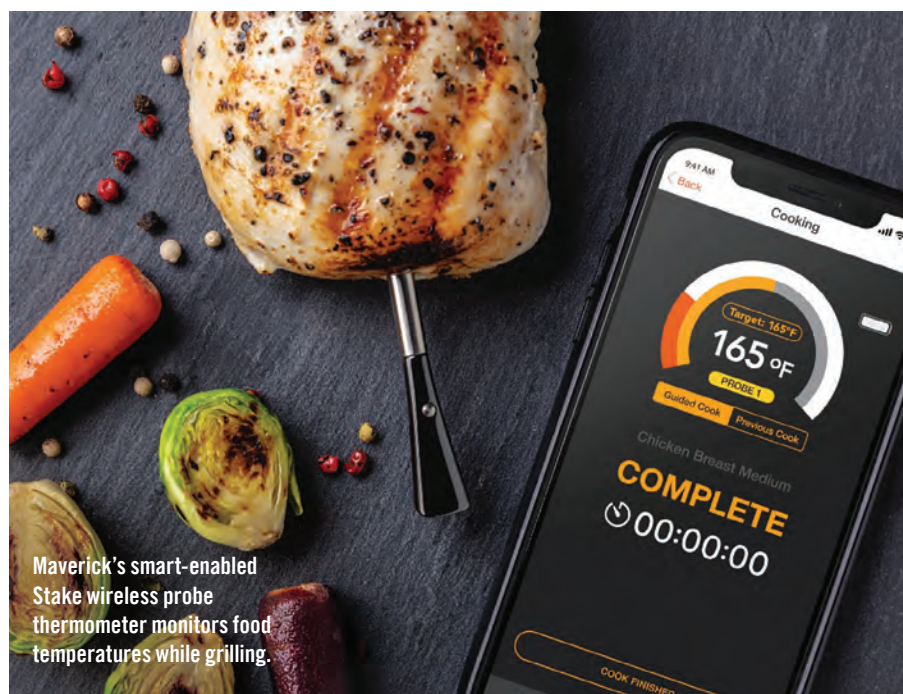
market opportunities and, across the operation, explore new opportunities.

"As shelter in place continues, shoppers are leaning on e-commerce platforms more than ever. While people were quick to begin stocking up on essentials, we've seen increases in categories like electronics and home as people have begun to adjust to our new reality," Levine said.

Yet, the company's efforts to aid small business, while perhaps peripheral to the larger operation, give it a new means of engaging consumers at a time when local retailers have become more important to them first as a means of sustaining community character and economic strength and now as a way to fight back against COVID-19 in a small way that could mean a lot in terms of local jobs and recovery. **HWB**



Outdoor Living Report



Maverick's smart-enabled Stake wireless probe thermometer monitors food temperatures while grilling.

Home Grillers Aim To Improve The Cooking Experience

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engage with their grills more often, industry vendors told HOMEWORLD BUSINESS®.

"People want to feel good about their surroundings and the things they can do at home that are fun and a little out of the ordinary. Plus, they want to get outside. If they have a backyard or a patio and can grill, then why not improve that cooking experience with products such as easy to use grilling thermometers and tools," said Ed Mackin, president, Maverick Industries.

"With the pandemic and rise of social distancing, it means more home cooked meals and as the weather improves more family backyard barbecues," said Paul Cira, president and founder, Proud Grill Company. "In addition, pellet smokers and a trend back to charcoal means added time and resources to the craft of outdoor grilling. Add to this the popularity of outdoor kitchens and you have an increase in popularity for grilling."

Sam Curran, marketing manager at Charcoal Companion, noted that for many consumers, while being sheltered in place they have been focusing on perfecting their craft on the grill

and in the kitchen.

"Rather than dining out, consumers have been cooking themselves a quality meal. With extra time on their hands there is no recipe that cannot be completed. In doing so a lot of consumers have been gearing up to take their cooking and grilling game to the next level," he said.

Vendors in the barbecue and accessories category have a unique opportunity to leverage the interest of both new and seasoned grillers that may be exploring

innovative ideas for the grill.

Smart technology is one segment that has fared well especially when it comes to wireless thermometers. Bluetooth enabled thermometers have steadily been introduced and adopted by consumers over several years both for the convenience and advanced temperature measurement capabilities.

Maverick, for example, recently launched the smart-enabled Stake wireless probe thermometer. The Stake is designed to be compatible with the company's Bluetooth-enabled app to help consumers monitor food temperatures while grilling, in real-time. This allows consumers to step away from the grill while they are cooking. Eight probes can be connected to the app at once.

The Stake thermometer is capacitor powered for safe energy storage at high heat, features preset temperatures for six different types of meats and has several customizable alert settings.

"Grilling makes people feel better about themselves. And you can improve that experience with the right accessories. Grilling thermometers have evolved big time from years ago, and people like accessories that make them a better chef," Mackin said.

In addition to welcoming in new temperature measurement technology to their grilling arsenal, grilling enthusiasts are also exploring pellet smokers with renewed interest, as well as returning to charcoal grills and smokers, vendors stated, often leading to consumers purchasing more than one



Proud Grill's Q-swiper is said to be a better barbecue grill cleaner.

grill for the home.

For example, Rösle USA recently tapped into this trend with its 3-in-1 smoker. The company based its smoker on the popular low and slow cooking method grilling enthusiasts seek when smoking foods, and created a more compact version than traditional models. It is collapsible, making it easy to transport.

This gives the smoker the versatility many consumers seek as they take their smokers and grilling on the road, for tailgating, camping or simply seeking a compact size for smaller living quarters. It can be used with wood, charcoal or water.

The company has also introduced a pellet grill and several barbecue accessories, such as its new locking tongs and welder-style leather gloves.

With these grilling products, keeping them clean remains top of mind, added Cira, whose company's Q-Swiper BBQ Grill cleaner provides a bristle free cleaning experience to swipe away grease, grime and bacteria.

"Grillers want functional, safe grill cleaners and accessories. Health and cleanliness are trending more than ever and with the Q-Swiper you use a new wipe every time you grill and not reusing the same filthy brush over and over again," he said.

While barbecue tools and accessories that support a consumer's grilling aspirations, as well as their health and safety, are certainly drivers in the category, accessories that round out the experience are also growing in awareness.

Accessories that offer consumers a way to add more even flavor to the meal, as well as how they serve the meal are also supporting this year-round grilling trend.

Charcoal Companion is offering up



Charcoal Companion offers grilling accessories such as its Himalayan salt mortar and pestle for consumers looking to try new flavors.

new accessories that enhance the flavor and experience for a variety of more adventurous cooking experiences such as smoking brisket, ribs or vegetables with its KitchenQue Stovetop Smoker or prepping sides to the main course with its Himalayan Salt Mortar & Pestle.

“As we are seeing consumers trying out new techniques and recipes, it means that consumers are expanding their range of grilling equipment. We feel that this category has a very unique opportunity to see a rise in sales as people at home have the time to finally become the grill master they’ve always wanted to be,” Curran said.

Another category to keep in mind is the casual dinnerware that many barbecue meals are served on. Consumers have been embracing melamine plates and acrylic drinkware and serveware as a way to elevate the overall grilling experience.

Vendors such as TarHong have leveraged this trend with its assortment of melamine, elevating it with fashion-forward patterns, graphics and unique shapes that bring more of an opportunity to set a unique table.

“Our assortments are perfect for either outdoor or indoor entertaining as we offer beauty in boldness of patterns, neutral compliments and a variety of weights that

feel and look like ceramic. The outdoor trend has always been a core part of the business and while it has been steady, it plays an even larger importance as we look to sit outside in the warmer weather,” said Sandy Kortright,

vp/merchandising, TarHong.

Some of the company’s latest patterns are inspired by tropical climates and vibrant takes on bohemian textiles that are designed to become an extension of a consumer’s home

décor taste. The company has also developed new shapes such as divided dishes and those that seem to replicate takeout containers, in an effort to bring whimsy and authenticity to a barbecue meal.

“We have a variety of colorful entertaining options and again in many fun shapes that offer many looks to keep our entertaining new and fresh as we maneuver new recipes and keep the family engaged,” she said. **HWB**



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O-Cedar has seen strong sales of its EasyWring spin mop as well as cleaning gloves and sponges.

Cleaning Tools Sustain Sales As Consumers Seek Healthy Home

continued from page 6

industry advisor at NPD. “As we prepared to work from home and practice social distancing, our behavior as consumers began to change as well.”

According to weekly retail tracking data from The NPD Group, sales of home environment products like water filtration devices and air purifiers drove more than half of the small appliance incremental dollar growth as consumers increased their focus on survival needs and healthy home living.

Consumers also focused on keeping a healthier living environment, more than doubling dollar sales of handheld specialty cleaning appliances and nearly doubling air purifier sales compared to the same period last year, according to NPD.

Along with such related products like wipes and sanitizers, stick goods products have propelled growth and become top-of-mind for consumers both in-store and online.

“Our primary focus right now is on staying healthy, and staying home is playing a critical role in that effort,” added Derochowski.

“As people are in their homes more,

they are also spending more time deep cleaning,” noted O-Cedar’s Lohse.

“We’ve gotten great consumer response to O-Cedar’s microfiber mops like the EasyWring spin mop and ProMist Max spray mop which remove over 99% of bacteria with just water. As more consumers want to use less harsh chemicals but still want a thorough clean, bacteria removal with just water is a major benefit.”

Kate Usher, a trend consultant for Trend Bible, recently discussed trend lifecycles, short-term consumer shifts and opportunities for housewares with the International Housewares Association.

Usher suggested that mega trends, including current ones like sustainability, may face some challenges under current conditions, at least for the short term.

“How we respond to these mega trends day-to-day and year-to-year is subject to the specific scenario we find ourselves in and where our priorities lie,” she explained.

Take for instance the current sustainability trend, which has resulted in more ethical purchasing in recent

years. During the current environment at home, some consumers who previously made purchasing choices based on ethical concerns may need to opt for cheaper and less environmentally friendly products as they face economic hardship, she said.

But one advantage that eco-friendly cleaning tools may have is the connection to cost savings due to the product’s sustainable solutions.

“Consumers are making the connection between cost savings and reusability. The market is showing preference for products that are well designed, built-to-last and made to reuse,” said Peterson, who noted that Casabella is working with retailers to meet consumer demand for eco-friendly products.

Sustainability is a key driver of innovation for the Casabella brand, which has recently launched two new eco-minded collections: Kind and Infuse. Kind is a line of cleaning tools made with FSC certified beech wood and recycled plastics. From product to packaging, Kind was designed with the environment in mind, noted Peterson.

Infuse is a whole-home concentrated cleaning system designed for waste reduction and reusability. The line is comprised of refillable spray mops, spray bottles, and machine washable microfiber cloths. Users simply refill, reload and reuse, significantly reducing the amount of household cleaning waste in their cleaning routine.

Going forward, the balance between store versus online channels remains a concern for vendors as they prepare for standard and seasonal promotions.

“We have seen some seasonal, large scale promotions postponed or cancelled by several key retailers. Many of the standard annual resets and updates have also been postponed or cancelled as well to avoid having additional personnel and activity within the store to encourage people to practice social distancing or stay home completely,” said Lohse.

Still, category vendors are priming cleaning tool

lineups for the key back to school season.

“This year, we are anticipating higher run rates online for back to school. We are preparing by developing rich media and offering best in class review management. We are a strong digital partner for our retailers and as we lean in to seasonal spikes we are well positioned both online and offline,” said Peterson.

“Longer term, if we take lessons from history, pandemic cases such as China’s SARS in 2003 show household cleaning supplies sales growth during and after the pandemic. At that time household cleaning experienced an annual +77% growth, according to Kantar Worldpanel,” noted O-Cedar’s Lohse.

Looking ahead to 2021, Trend Bible’s Usher identified key drivers of change, including some that could benefit cleaning tools, such as “Conscious Choices” which may influence more sustainable purchasing.

Another key trend will be “Purified Home,” which could be a potential opportunity for cleaning tools. The trend will only increase as consumers “seek to regain some control in their busy and chaotic lives,” said Usher. She predicted that many will take preventative measures to improve indoor air quality and minimize toxicity through environmentally friendly textiles, surfaces and cleaning products. **HWB**



Bradshaw's Casabella Kind cleaning tools are designed with the environment in mind.

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Rising Healthy Home Concerns Benefit Air Quality Categories

BY DONNA BOYLE SCHWARTZ
Contributing Editor

NEW YORK— Creating a healthy home environment has never been more important to consumers, particularly as increasing numbers of people are working, studying and staying at home due to the COVID-19 crisis. Continuing emphasis on wellness is stimulating sales in a host of home comfort appliances, especially humidifiers and air purifiers.

“Humidifiers and air purifiers are selling well, and the Centers for Disease Control (CDC) recommends humidifiers to provide relief from the dry cough and sore throat from the coronavirus,” noted Katie Sotor, vp/marketing and sales for Crane USA, which donated 200 humidifiers to New York City’s Javits Center, which was turned into an emergency hospital for coronavirus patients, 300 humidifiers to the Los Angeles Convention Center and 200 humidifiers to Jessica Seinfeld Good + Foundation.

Humidifiers can play a key role in creating healthier homes as relative humidity should stay between 40%

to 50%, according to the Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) which administer the Asthma & Allergy Friendly Certification Program. Certified products include a Dyson humidifier that is said to kill 99.9% of bacteria in the water with ultraviolet cleanse technology, exposing every drop of water to a UVC light. LG Electronics air purifiers, washing machines, steam clothing care systems and cordless stick vacuums also are part of the certification program, which is scientifically proven to nearly eliminate allergens, dust mites and pet dander.

Dr. John McKeon, CEO, and Jennifer Whelan, COO, of ASL and the Asthma & Allergy Friendly Certification Program, report that consumers are more interested in learning about air quality, with page views for portable air cleaners on the www.asthmaand-allergyfriendly.com website increasing 48%. “We take about 20,000 breaths each day and spend 90% of our time indoors,” they explained. “Now that we are in a global pandemic and with



Portable air purifiers are rising in consumer awareness, such as Source Pro’s Westinghouse air cleaner.

some areas enacting a ‘shelter-in-place’ response, this rate of staying indoors has increased. Reducing exposure to substances in the environment around us that trigger allergy and asthma symptoms is important. Eliminating these indoor triggers by using air cleaners is a great place to start.”

Increasing consumer awareness has been bolstering sales of air purifiers for several years, but demand has risen sharply since stay-at-home mandates were implemented. Sales of air purifiers were up 144% in the three-week period ending April 4 compared to the same period a year ago, according to the NPD Group.

“Health and wellness concerns have been growing in importance for consumers, and sales of air purifiers have benefitted,” said NPD’s home industry advisor, Joe Derochowski.

According to the Environmental Protection Agency (EPA), indoor air can contain concentrations of some pollutants two to five times higher than typical outdoor concentrations. Indoor pollutants can come from heating and cooking appliances, cleaning supplies,

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Wahl Presents New Grooming Appliances

STERLING, IL— Wahl is spotlighting several new grooming appliances this season.

“These two products just launched at retail and are showing great promise,” said Steven Yde, vp/Wahl.

The Groomsman Pro All in One is a rechargeable groomer that boasts an 80-minute run time on a single charge. The Groomsman features self-sharpening precision blades; 14 adjustable trimming lengths; as well as shaving, detailing, ear and nose attachments.

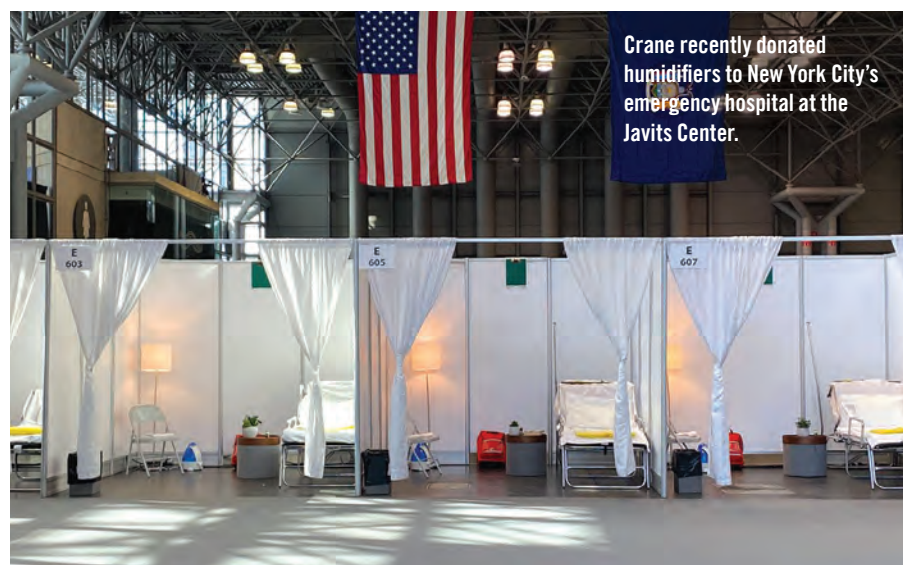
“It features everything needed for head-to-toe grooming,” Yde said. “At a proposed retail of \$29.99, it is a great upsell to the largest segment of \$19.99 with more run time, more torque and higher precision trimming and shaving.”

In addition, Wahl’s Lifeproof Clipper comes with a lifetime warranty. The Lifeproof clipper features self-sharpening precision blades that are removable for easy cleaning; high-torque rotary motor; and Smooth Cut guards for comfort and cut quality.

“It is a durable all-in-one clipper, trimmer and body groomer,” Yde noted. “This product is part of the increasing trend of men using a clipper-sized, corded product for all of their grooming needs, head to toe. Men can cut their hair, trim their beard, and keep body hair at bay with the Lifeproof Clipper.” **RWB**



Wahl’s Groomsman Pro and Lifeproof Clipper are durable clipper, trimmer and body groomer tools.



Crane recently donated humidifiers to New York City’s emergency hospital at the Javits Center.

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Cleva North America's new Kenmore robotic vacuum has smart home capability.

Cleva Takes Aim At Allergies, Pet Hair With Kenmore Vacuums

GREENVILLE, SC— Cleva North America, manufacturers of Kenmore and Kenmore Elite brand vacuums and accessories, is taking aim at allergies and pet hair with its new floor care products.

“Kenmore canister vacuums continue to perform well in the marketplace and continue to delight consumers,” said Dan Bilger, vp/product development and marketing, global floorcare, Cleva North America. “There are definite advantages to canisters, and they continue to have a very loyal following. First, since most of the weight is on the floor, canisters are feather light in hand, thus reducing strain on the wrist, arms, and upper body during vacuuming. Even some ‘lightweight’ stick vacs are heavier feeling in your hand while vacuuming than canisters.”

He continued, “Second, since canisters are easy to ‘grab and go’ they are fantastic for above floor cleaning jobs, like stairs, baseboards, windowsills, and curtains; you can carry it with you and are not tethered to an upright at the bottom of the stairs. Plus the lightweight floor attachment glides effortlessly on hard floors. And finally, suction performance and air quality are excellent, so you get the job done right the first time, and don’t introduce dust, pollen and allergens back into the air you breathe.”

“We offer different types of vacuums so the consumer can choose which model is right for them,” Bilger added. “Not everyone is looking for a bagless upright vacuum. Some people prefer bags, canister vacuums, and even cordless stick vacs and robots, and with each of these Kenmore offerings we hold ourselves to the highest standards of performance, ease of use and reliability.”

Floor care products launching in-

clude the AllergenSeal upright, the CSV Go Stick vacuum, and the Kenmore robotic vacuum.

“Our new AllergenSeal Upright features a fully sealed system, is lightweight and maneuverable at under 15 pounds, has a larger dust cup for whole home cleaning, and an extra-long hose with 10 feet of reach for easy stair and furniture cleaning,” Bilger said. “A vacuum that is fully sealed is very important, all of the exhaust air passes through the HEPA filter, keeping the dust inside the vacuum, not exhausting fine particles back into the air you breathe. And with a pricepoint well under \$150, this high performance machine is a tremendous value.”

The CSV Go Cordless Stick Vacuum weighs under five pounds, and has a run time of 40 minutes.

“As cordless stick vacuums have become more popular, they have also become very expensive, with some pricepoints at \$500 or even higher,” Bilger noted. “At a very affordable price tag of \$129, the CSV Go is in a class by itself.”

The company also is introducing the Kenmore robotic vacuum featuring advanced navigation, app control, and Alexa/Google Home compatibility. The unit carries a suggested retail price of \$199, which Bilger said puts the unit at “\$100 less than other entry level robots— and because this robot is a Kenmore, you can expect great cleaning performance and reliability.”

Also new is the Kenmore 600 Series Bagged Canister, a powerful pet-friendly bagged canister vacuum certified by the Asthma and Allergy Foundation for its filtration. Another pet-friendly unit is the Kenmore Elite Pet Friendly bagged upright, a three-motor unit designed for all floors. **HWB**

Healthy Home

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paints, building materials and other commonly used products.

“The COVID-19 pandemic has illustrated just how important lung health really is,” said Dr. Payel Gupta, a New York-based allergist and volunteer spokeswoman for the American Lung Association. “There is no shortcut, no alternative to breathing. We must do more to protect our lungs from anything that puts our ability to breathe at risk, be it a virus, tobacco smoke or air pollution.”

Source Pro Direct has seen success with its Westinghouse air purifiers, including the Portable 1804 and the room-size 1701 models.

“Both units feature the patented, medical-grade NCCO technology available for the home in the U.S. for the first time,” explained Kevin Killough, vp/new product development, Source Pro Direct. “Our NCCO technology and Active Oxygen Generators are very effective against viruses and germs. These technologies kill and eliminate harmful air pollutants. Our technology is also highly effective against volatile organic compounds (VOCs) like formaldehyde, which are released from solvents, cleaners, glues, furniture and many other household chemicals.”

Sara Alsén, chief purpose officer, Blueair, pointed out, “Spring allergies normally drive demand for our air purifiers at this time of the year. However, this year we are seeing an increased demand linked to health concerns, but also to the fact that as people spend more time at home, they are becoming increasingly aware of the importance of good indoor air quality. Blueair air



Blueair has seen increased air purifier demand linked to health concerns.



Portable desktop air cleaners are gaining traction at home and on the go, such as the Purus air cleaner.

purifiers are third-party tested and independently certified for removal of the most common viruses and bacteria, and as a consequence, we are seeing increased demand from across the world.”

Whynter’s AFR-425-SW air purifier is a strong performer due to its 5-in-1 HEPA filtration system, designed and engineered to eliminate pet dander, hair, dust, mold, mildew and pollen.

“In addition to the HEPA filter and an activated carbon filter, this item contains a photocatalyst filter which destroys organic contaminants such as viruses and bacteria, while the UV wave bulb breaks down volatile organic compounds,” said Sid Amameda, projects and product development manager for Whynter. “We expect the AFR-425-SW to continue to perform well after the stay-at-home orders are lifted because high quality air purification is beneficial to all, especially those seeking relief for allergies, asthma and other breathing disorders.”

Portable air purification is a growing category, and Purus is marketing a personal air quality guardian, the Purus Air I. The unit is equipped with an air quality sensor that monitors surrounding air quality and automatically adjusts the filtration intensity; the lightweight design and compact size allow it to easily fit into a bag or backpack. **HWB**

Whynter has seen a lift for its 5-in-1 HEPA air filtration systems.





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As Seen On TV



As Seen On TV Outlet Stays Plugged In To Retail Recovery

BY PETER GIANNETTI
Editor-in-Chief

NEW YORK— HOMEWORLD BUSINESS® premiered dedicated coverage of the As Seen On TV business in 2009 under the headline of “Recession Busters,” as the category surged during the downturn with struggling retailers seeking salvation from the traffic and sales driven by hot-priced, DRTV-promoted solutions.

Now, with much of the country sheltered in their homes and many retail outlets closed during the COVID-19 crisis, the As Seen On TV segment—bolstered this time around by advancing digital and social marketing platforms to go with their traditional DRTV methodology— finds itself in position again to be a responsive marketing outlet.

HomeWorld Business Editor-in-Chief Peter Giannetti conducted a virtual roundtable with executives of top As Seen On TV companies to get their thoughts on how the business is set up to serve homebound shoppers and retailers operating during the crisis, while laying groundwork for when the recovery begins for consumers and retailers. The panel includes Scott Boilen, CEO of Allstar Innovations; Andy Khubani, CEO of IdeaVillage; and

Craig Jordan, svp/sales and customer solutions for Ontel Products.

HomeWorld Business: How have DRTV sales progressed during the stay-at-home situation?

Scott Boilen: Direct-to-consumer sales across all advertising platforms have seen increases over the past few weeks.

Craig Jordan: Many of our retail items are doing well in this environment. We’re supplying critical retailers such as Walmart, Home Depot and Lowe’s.

HWB: What types of As Seen On TV products are best positioned for shifting priorities during the crisis and after it begins to lift?

Andy Khubani: With salons closed, anything beauty-related is doing well. People are spending more time at home... cooking is very important. So is sleep. Retail categories that are also strong DRTV categories— kitchen, cooking, cleaning, beauty, bedding—are well positioned.

SB: Products that meet a certain need are in high demand, but in general all products are seeing an increase due to the consumer preference for online shopping.

CJ: Our top items now are ones I expected to be top sellers before the crisis, such as lighting and car products. My sense is that second- and third-tier

(DRTV) companies may try to launch items more directly tied to the crisis. I don’t see that being the case broadly by the bigger companies.

HWB: How has the situation affected TV media availability and costs?

AK: Media rates are down as much as 50%, and TV viewership is up about 25% to 30%. That is a significant development for the direct-to-consumer business.

SB: Consistent with other instances of uncertainty, rates typically drop over the short run as advertisers pull back. This is usually a short-term phenomenon with rates normalizing over time. The uncertainty surrounding the pandemic makes this situation much less predictable.

CJ: There are remnants (TV ad spots) available for half of what remnants normally are. That has allowed us to increase the level of new innovation that we can launch for the second and third quarters. And for strong DR products that had run their course at retail, it has allowed us to move through inventory at DR margins versus retail margins.

HWB: Has the situation intensified the shift of DR strategy to web/social media marketing and e-commerce?

SB: With key retailers closing and consumers only entering stores for essentials, it was imperative that we shift our focus as quickly as possible to a pure D2C approach.

CJ: It is important right now to step up the digital and social media piece. More people are buying online, but TV will continue to drive the store part of the business.

AK: The consumer was already moving that way because people are time starved, and it’s more efficient to order online. This crisis has turbo-charged that, because they don’t have choice. And social distancing won’t end quickly when retailers start to reopen.

HWB: How were inventory levels heading into the lockdown, and what impact will it have on the ability to supply retailers as they begin to open? Does it slow/stall the launch

and rollout of new items slated for the second quarter and back half?

CJ: Right now, we’ve got schedules and timelines. Greater supply chain flexibility will become critical. You need balance having enough inventory to take advantage of an opportunity while also optimizing risk management when buying into something unknown.

SB: With proper communication and planning with retailers we do not anticipate supply being an issue.

AK: Coming out of the Chinese lunar new year (extended with many factories on coronavirus-related shutdown), we committed to inventory to motivate factories to come on line, then we got hit with COVID, stopping demand. Now, instead of 90 days of inventory we have 180-days of inventory. We’re aggressively pushing innovation and new product launches. This is a good time to launch product on DRTV.

HWB: Retailers embraced As Seen On TV during and after the Great Recession because of the traffic- and sales-driving appeal of well-tested and heavily advertised inventive solutions at affordable prices. Are you expecting a similar dynamic as retailers begin their recovery efforts?

SB: Retailers continue to promote and feature the products with the greatest demand. Innovative products are the key to any demand driven campaign and the direct to consumer model provides the ideal platform to launch and promote these types of product. Retail is still the preferred method of shopping for the majority so once awareness is created, the retailers want products that create excitement and activity on the floor.

AK: We’re at the beginning of a recession that could last one to two years. The consumer is seeing these advertised products. When the stores reopen, the majority of consumers will still go to pick these products up at stores, because that’s where they expect to find the products. **HWB**

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Kitchen Electrics

Breadmaker sales have surged during the pandemic. Shown: Maxi-Matic's Elite breadmaker.



Kitchen Electrics Sales Heat Up As Consumers Get Cooking

By DONNA BOYLE SCHWARTZ
Contributing Editor

NEW YORK— James Beard called bread “the most fundamentally satisfying of all foods” and it seems today’s consumers agree, propelling sales of

breadmakers to new heights. Indeed, sales of kitchen appliances have surged in recent weeks, as the COVID-19 health crisis and stay-at-home mandates fueled a renewed interest in home cooking, especially appliances suited to making comfort cuisine— sandwich makers, slow/multi-cookers, air fryers, convection/toaster ovens— as well as appliances used for fun foods, including popcorn makers, indoor grills and treat makers.

Breadmaker sales blasted to new heights, registering a whopping 642% increase in the three-week period ending April 4 compared to the same period last year, according to the NPD Group. “There is an emotional connection to bread,” noted Joe Derochowski, home industry advisor, NPD.

“For some areas, purchasing bread

NuWave said its multi-function air fryer/ovens are performing well as consumers stay at home.

has been a challenge for consumers so they’ve looked for an easy way to create their own right at home,” said Mary Rodgers, Cuisinart director of marketing communications. “Breadmakers eliminate a lot of the variables that make it difficult for consumers to create perfect results, and they get the added benefit of the amazing aroma of fresh-baked bread.” Cuisinart also has seen increases in air fryers, coffeemakers, waffle makers and ice cream makers.

Zojirushi sales have jumped on breadmakers and rice cookers. “Consumers are cooking at home more often, and see the benefits, such as health, taste and cost, of cooking and eating at home,” said Marilyn Matsuba, marketing manager, Zojirushi USA.

Sandy Liu, chief operating officer, Maxi-Matic, pointed to breadmakers, food sealers, electric skillets, portable burners, citrus juicers, electric kettles and toasters as hot sellers. “During the 2008 economic crisis we experienced a similar uptick in sales as consumers were staying home more and dining out less,” she explained. “At that time, consumers weren’t so much worried about availability of food but affording

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Hamilton Beach Slates Full Menu Of New Electrics

GLEN ALLEN, VA— Hamilton Beach is highlighting a broad range of kitchen appliances with multi-functional, connected and wellness motifs this season.

Electrics employing air fryer technology combined with other features will be a major focus, including the Hamilton Beach Sure-Crisp air fry digital countertop oven with rotisserie, offering six different settings, including air fry, toast, bake, broil, pizza and rotisserie, and three different rack positions. The unit can accommodate six slices of bread, a whole chicken or 12-inch pizza; suggested retail price is \$119.99.

The 5-in-1 Air Fryer Toaster Oven can air fry, bake, broil and toast and has two adjustable rack positions to cook multiple foods at once; suggested retail is \$129.99. An additional Air Fryer Toaster Oven allows users to use air fry, convection, toast, bake or broil functions and the large glass door gives easy access to the interior; the unit can hold six slices of bread or a 12-inch pizza. Suggested retail is \$79.99.

The company also is offering a 5-quart Digital Air Fryer with an adjustable thermostat with a 60-minute auto shut-off timer. The unit has eight pre-programmed functions, including steak, chicken, shrimp, fish, pizza, French fries, baked goods or vegetables and can accommodate a five-pound chicken. Suggested retail is \$79.99.

Countertop ovens are another featured category, including the

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Hamilton Beach's Sure-Crisp air fry digital countertop oven with rotisserie.





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FROM LEFT: Linon Powell is debuting a group of capiz drum tables from Vietnam.

The company is adding flower-form cushioned stools.

The capiz tables feature abstract looks as well as designs such as a seahorse.

Linon Powell Addresses Global Looks For Evolving Consumer

BY MIKE DUFF
Executive Editor

MINEOLA, NY— The Linon Powell Group has been turning its sights on global looks it can provide through its diverse supply network, but at the same time, the company has kept an eye squarely on evolving consumer trends in the United States, acting

to address them.

Although it didn't get a chance to present the products at the cancelled Spring High Point Market, Linon Powell continues to build on product lines and styles that have generated consumer enthusiasm while simultaneously varying its response to market development by embracing new design ideas, said Morgan March, Linon Powell Group merchandising manager.

One recent move the company is expanding involves capiz looks. The inlay construction with an intricate and reflective look responds to consumer demand for global, coastal and more glamorous style.

Out of Vietnam, the company has recently introduced a group of capiz drum tables as well as side tables that slide over furniture. The drum tables are a variation on metal drum tables manufactured in India Linon introduced not long ago. In the capiz construction, the drum tables take on simple abstract designs that are novel but not too assertive and, so can suit a variety of room decors. Supported by metal frames, the side tables have tops that offer similar simple abstract looks

but also something representative in the case of a seahorse design.

A part of the capiz product line is manufactured by cottage industry workshops in a small Vietnamese village. It has a sustainability story to tell, which can add substance to marketing, especially online.

In another extension of a recently developed product line, Linon Powell is adding to its lineup of small upholstered stools/ottomans with flower-form top cushions, set to retail at \$89.99. March said the stools have a basic Boho look but can function, in their variety of upholstery colorways, as accents across a range of home décor preferences and in more youthful and mature settings.

The company also is adding to its collection of products crafted to address the still-vital trend for black and white looks. For example, Linon is introducing a black and white clad vanity with a 3D cross pattern enhancing the modern but cozy design. The vanity plays off already top-selling Linon bedroom pieces, March said, adding that sales patterns suggest that consumers are mixing black and white furnishings with a variety of other looks in eclectic home decoration, which remains popular. **HWB**

Twin Star Adds Media Mantels To Furniture Assortment

DELRAY BEACH, FL— Recently developed furniture from Twin Star Home is debuting to ensure the company is meeting customer needs.

One new media mantel, for example, offers a harbor gray finish at a time when the tone remains trendy. Beside color, the mantel has features incorporated to attract the current crop of consumers, including wire management and sliding by-pass doors that conceal two adjustable shelves on each side, Twin Star noted. The mantel accommodates a 26-inch infrared quartz electric fireplace insert.

Another of the company's recently developed media mantels provides a two-tone contrast. The mantel combines a white paint with weathered gray finish and custom hardware. The two-tone mantel also includes wire management and accommodates a 26-inch infrared quartz electric fireplace insert.

On the home office side of the business, Twin Star devised an adjustable height desk with a black marble finish enhancing a glass top. The ActiveLife Electronic height adjustment is from 29.5-inches to 47-inches high and the glass top incorporates Illumitouch LED controls, which initiate a smooth operating, integrated motor and enable a user to change from sit to stand easily, Twin Star maintained. **HWB**



Twin Star's two-tone media mantel with weathered gray finish.



Linon Powell is adding to its lineup of vanities and small upholstered stools/ottomans.

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Hamilton Beach

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Professional Digital Countertop Oven that offers seven settings, including convection, bake, broil, keep warm, reheat, toast and bagel. The oven is equipped with digital controls and an LCD display that toggles between a set temperature and actual oven temperature during preheating; an integrated temperature probe can be used when roasting meats and poultry. Suggested retail is \$169.99. The Easy Access Countertop Oven offers convection, bake, broil and toast functions; suggested retail is \$119.99.

Breakfast is a high priority for Hamilton Beach. The company is highlighting its Egg Bite Maker that can make two egg bites or two poached eggs in minutes; suggested retail is \$24.99. The Egg Cooker features a removable tray to cook up to seven hard-, medium- or soft-boiled eggs, while the egg poaching tray allows the user to poach up to three eggs at once. Suggested retail is \$24.99. The Breakfast Sandwich Maker can transform breads, eggs, cheese, precooked meats and other ingredients into sandwiches in five minutes or less; suggested retail is \$24.99.

On the beverage front, the company is taking a smart approach, with the Alexa Certified Smart 12-Cup Coffeemaker.

er, that can be controlled by voice or the Alexa app; suggested retail is \$89.99. The new Wi-Fi Connected FlexBrew Coffeemaker also uses new technology to ensure that users never run out of coffee—the single-serve unit is Wi-Fi connected and integrated with Amazon Dash Replenishment. Using the HB-Connect app and Dash, the coffeemaker will automatically reorder single serve packs of coffee via Amazon. The unit is equipped with a 40-ounce removable water reservoir and lets users choose between single serve packs or brewing with coffee grounds for flexibility; the machine also adjusts between an 8-ounce, 10-ounce or 14-ounce brew. Suggested retail is \$89.99.

Hamilton Beach also is offering a 10-Cup Grind & Brew Coffeemaker that will grind coffee beans, dispense the grounds into the brew basket, and brew coffee with the touch of a button. The grinder has a self-rinse feature, and the unit comes with a thermal carafe; suggested retail is \$119. The Programmable Front Fill 14-Cup Coffeemaker, an extra-large capacity coffeemaker with an accessible front fill reservoir and three brew settings, has a suggested retail of \$59.99.

For tea lovers, Hamilton Beach is offering a 1.7-liter Glass Kettle with Tea Steeper for use with loose leaf teas; the unit features a sleek glass pot, concealed heating element and interior blue LED lights; suggested retail is \$49.99. The company also offers the 1.7-Liter Variable Temp Glass Kettle with six pre-set temperatures for green, white, oolong, black and herbal tea, as well as French press coffee and hot chocolate; a keep warm option maintains the temperature of heated water for 30 minutes. Suggested retail is \$49.99.

Hamilton Beach addresses the juicing trend with the Professional Juicer Mixer Grinder featuring an advanced

electronics system with intelligent speed sensor and 13 custom program settings for smoothies, juices, nut butters, mixed drinks, soups, sauces, spices and more. Three stainless steel jars are included; suggested retail price is \$349.99. The Hamilton

Beach Premium Big Mouth 2 Speed Juice Extractor offers two speed options and a wide feed chute to accommodate whole fruits; a patented Easy Sweep cleaning tool cuts strainer cleaning time in half. Suggested retail is \$109.99.

Other featured items include the SoundShield 950 Blender using a two-piece commercial style quiet shield and unique base technology for quieter operation; the blender has a 950-watt peak power motor with five speed increments and a 48-ounce glass jar. Suggested retail is \$79.99. The company also is offering the Power Blender and Power Blender Plus, personal blenders with a sound shield for quieter blending; the 800-watt motor can easily crush ice or blend smoothies. Suggested retails are \$39.99 and \$49.99.

Hamilton Beach is targeting the specialty kitchen appliance market with the NutriFresh Liquid and Food Vacuum Sealer that can be used to seal liquids, such as soups, chilies and smoothies; the unit features an integrated date coder and built in storage for bag rolls. Suggested retail is \$129.99. The Professional Spiralizing Stack & Snap Food Processor features a spiral blade for veggie noodles and a ribbon blade for veggie ribbons, along with a large round food chute; additional attachments include blades for coarse shredding, fine shredding, an S-blade for chopping and pureeing, and a dough blade for kneading. Suggested retail is \$129.99. The Stack & Snap Food Processor provides six options, including chop, fine shred, coarse shred, puree, knead and slice and a built-in bowl scraper; suggested retail is \$99.99.

Other appliances make entertaining easy: the Hamilton Beach Electric Pasta Maker automatically kneads and delivers one pound of fresh pasta in just 18 minutes; the unit comes with pasta shaping dyes, an integrated scale, measuring cups and cleaning tool; suggested retail is \$129.99. The Raclette Party Grill features eight individual heating trays and an easy to use non-stick grill plate to accommodate up to eight people cooking; suggested retail is \$49.99.

The new AquaFusion Water Filtration is designed to filter water or infuse a choice of flavors on demand in one easy step; the removable 64-ounce water reservoir can be filled with tap water and an activated carbon block filter pulls impurities out of the water; flavor



Hamilton Beach's expanded breakfast offerings includes an egg bite maker.



ABOVE: The company's Alexa certified smart 12-cup coffeemaker.

RIGHT: Hamilton Beach's glass kettle with tea steeper for use with loose leaf teas.

capsules can be added; suggested retail price for the filtration unit is \$99.99 and flavor capsules are \$9.99 each.

Hamilton Beach also is offering a range of multi-cookers, rice cookers, slow cookers and pressure cookers, including the small 1.5-quart Multicooker for smaller households; the compact unit has seven functions and a suggested retail of \$34.99. The Advanced Multifunction Rice Cooker can prepare up to 16 cups of white rice, sushi rice, brown rice and other grains with the push of a button; suggested retail is \$89.99. The 4.5-quart Digital Multicooker combines the functions of a rice cooker, slow cooker, food steamer and more into one compact appliance with intuitive push button controls; suggested retail is \$49.99.

The 6-quart Multifunction Pressure Cooker provides the functionality of a pressure cooker, slow cooker, rice cooker, food steamer and more and includes a delay start option, six-quart non-stick vessel; handled roasting rack and extra gasket; suggested retail is \$89.99. The 9-in-1 Multi-Cooker offers a 6-quart capacity and nine different programmable functions, including sear/brown, sauté, steam, white rice, whole grain and roast; suggested retail is \$89.99. The Temp Tracker Slow Cooker allows users to program a desired finished food temperature and hold that temperature for up to 24 hours, including cooking time; suggested retail is \$69.99.

Hamilton Beach also is offering an Artisan Dough and Bread Maker with 14 programmable settings and three loaf sizes; suggested retail is \$94.99. The Premium Bread Maker now offers an automatic fruit and nut dispenser along with 14 programmable settings and three loaf sizes; suggested retail is \$119.99. **HWB**

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Home Cooking

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the food available. Now they're worried about both."

Multi-purpose and large-capacity appliances are flourishing, suppliers said.

"Multi-function air fryer/ovens are performing quite well; larger capacity air fryers remain strong," said Keith Hamden, svp/sales, NuWave. "We do expect this trend to continue. Even when the shelter-in-place orders are lifted, many people may not have a total comfort with whatever social-distancing measures are in place. In addition, the economic impact to some families may preclude them from dining out as often as they have in the past."

Multicookers, pressure cookers, home canning equipment and induction cooktops are performing for Zavor, said Sara de la Hera, vp/sales and marketing for the company.

"Consumers are at home cooking more meals and all these products contribute to making that task easier while they try to multitask and work remotely, home-school their children, and be in touch with family and friends during this challenging time," she said. "Interest continues to grow on multi-purpose units that can pressure cook, slow cook, steam, sauté and sous vide. Even though canning season has not started yet, we see sales for the Duo 10-piece pressure cooking canning set and home canning kit grow daily. Since most of us are at home and cooking more often our habits are moving towards preserving and we expect this trend to continue in the next several months."

Gourmia's sales of multi-function ovens and air fryers have escalated. "People are working from home, spending more time with their families and in many cases don't want to buy take-out food," said Heshy Biegeleisen, founder, Gourmia, "We knew that a spike was coming, and now that spike is real— we went from 'zero' to 'boom' in one weekend."

Kim Misrahi, brand and marketing manager, Kalorik, says top performers include multicookers, air fryers, vacuums and indoor grills. "People are now cooking at home more than ever, and looking for the appliances that will make their lives easier and healthier, and their cooking more delicious, during this crisis."

Suppliers said they expect the surge in sales to continue even as restrictions ease. "The economy has been drastically impacted, and spending on eating-out will be reduced as a consequence," Misrahi said.

Eric Endres, vp/marketing, Select Brands, said, "There is no doubt that when stay-at-home orders are lifted that a return to normal does not mean the same old normal. A great deal of change is going to come out of the pandemic. Adversity and challenging times cause priorities to shift. Families have engaged more around the kitchen table and that time together is valued. At-home meals may also prove to be kinder to the budget."

"Select Brands is seeing an upward sales trend of products that are used for meal preparation and products that families might enjoy using together," Endres continued. "Larger capacity slow cookers have seen strong online growth as have large griddles, air fryers, pizza makers and our Babycakes baking products. We have also seen an increase in electric kettles. The obvious reason for the strong performance is that more people are together at home. We are all looking for new activities to experience together or putting a renewed focus on an old hobby. The deeper reason is that we all have a need for connection. Time is being valued differently. We are prioritizing things with an entirely different perspective while recognizing things we had previously taken for granted."

Salton is doing well with sandwich makers, party grills/raclettes and treat

Zavor suggested that home canning is gaining traction as consumers move towards preserving foods.



makers, including a gummy candy maker, hot air cinema popper, waffle bowl maker, hot dog toaster/steamer and hot chocolate maker.

"We have seen a lot of interest in our sandwich makers and our treats line, because these make mealtimes more fun and entertaining," said Kevin Chandrarajan, marketing manager, Salton. "Parents are looking to have fun with their kids, families are looking for things that they can do together, and board games can only get you so far. Party grills also have been doing very well— it all comes down to families interacting with each other and having fun together."

Chefman has seen a surge in air fryers, indoor smokeless grills and its new Chef IQ smart cookers.

"We attribute this success to a desire for easier home cooking, and a longing for comfort foods during this uncertain time," said Pinny Kahana, vp/sales and marketing, Chefman. "We foresee a continued interest in these products moving forward as home chefs learn to master their kitchens and rely less on external means of plating meals. Now more than ever, we are focusing our efforts on creating home cooking experiences that will not only make mealtime simple, but also enjoyable. We anticipate that this positive outlook on home cooking will carry on long past the end of the stay-at-home period." **RWB**



Comfort cuisine is growing as families stay home using slow cookers such as Select Brands' Toastmaster cooker.



Chefman reports a rise in its indoor smokeless grills as consumers look for easier and enjoyable home cooking methods.



Salton is seeing interest in its treats line, which makes mealtime and entertaining fun with kids.



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To our valued readers:

It has been heartening to see so many companies and people in the home and housewares business step up to support relief efforts during this crisis.

Such compassion and generosity is not surprising from an industry of vast influence united in the mission to make everyday life more pleasant.

HomeWorld Business salutes such spirit in our steadfast commitment to the health and safety of our staff and their families, our business partners and the industry we serve.

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The HomeWorld Business team has been working from home with no interruption in the timely delivery of content vital to the industry's operation and planning as it prepares for recovery.

Each issue of HomeWorld Business informs important decisions with in-depth news and product coverage across key categories, retail analysis, special trend reports, market data, executive insights and commentary.

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