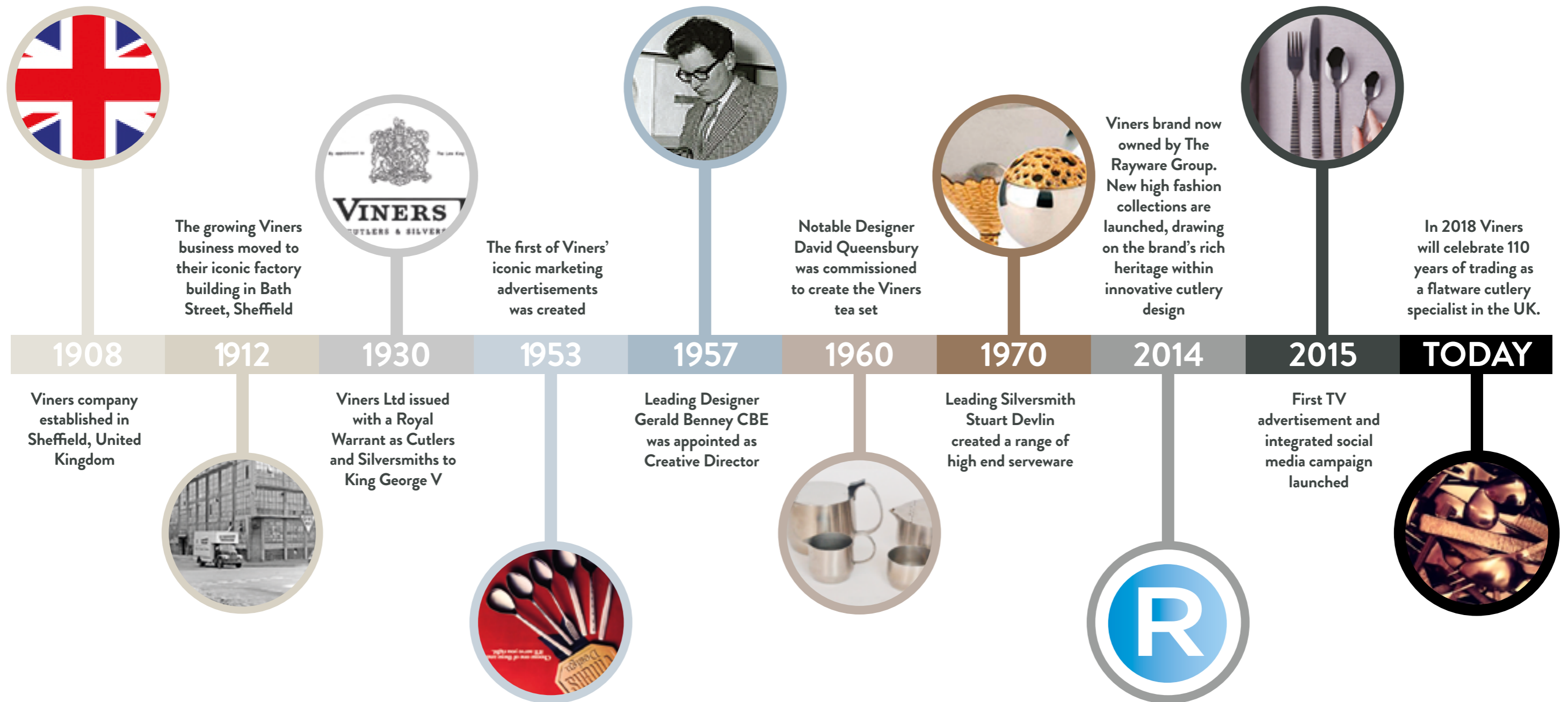




VINERS
ESTABLISHED 1908



VINERS BRAND HISTORY



BRAND ARCHIVE

To love and to cherish...
Viners...and the romantic thought behind the new Love Story.

The new Viners has always been associated with the finest quality products. It's not just the quality of the metal, but the quality of the design. The new Love Story is a collection of stainless steel cutlery, designed with the same attention to detail and craftsmanship as the Viners you know and love. The beautiful, elegant design of the new Love Story is a true reflection of the Viners tradition of quality and craftsmanship.

Love Story by VINERS

Choosing cutlery is like choosing a husband.

All men are born equal. After that, they're anything but. Different looks, style and personality. Sooner or later you find the one that's you. Viners would like to offer you the same choice in cutlery.

Five different stainless steel patterns selected for their looks, style and personality.

All they have in common is the guaranteed quality of Viners and an ability to give you a lifetime of satisfaction.

VINERS

Start a Treasure Hunt...

...for Silver Rose

It's never too early to start a treasure hunt for the perfect gift. The new Silver Rose is a collection of stainless steel cutlery, designed with the same attention to detail and craftsmanship as the Viners you know and love. The beautiful, elegant design of the new Silver Rose is a true reflection of the Viners tradition of quality and craftsmanship.

VINERS Silver Rose

Quality Viners Design

Choose one of these and it'll serve you right.

We take great pride in making sure you get the very best service from our cutlery. That's why we take such care over quality. To make sure the great looks last, we use the finest materials and the most advanced manufacturing techniques. So you can be sure your Viners will last for years to come.

And even more special to match. And they are just a few of our designs. So if you don't see anything here that suits you perfectly, don't worry. Just send for our illustrated full colour catalogue. You'll find plenty more at your service.

VINERS

Silver Rose and Sandringham now cost less

— the new Flowline knife is here!

Pattern right... right you know... in pleasing silver plate! Now, with the new Flowline knife, offered to you at a lower price. It's not just a knife, it's a masterpiece... elegantly designed... elegantly different... it's the knife for you! A new place place in the Silver Rose collection. It's the new Sandringham pattern. Ask to see them at your local shop—or write for the name of your nearest stockist.

Viners of Sheffield
 BATH STREET - SHEFFIELD 1

MARKET POSITION: 18:10 Flatware

Viners occupies a mid-market price position in the 18/10 flatware market

ONEIDA

U.S. based international flatware brand (consumer and food service). 18/10 products sit in the mid to higher end of the market.

LENOX

U.S. brand, with long history in porcelain products (est. 1889). Other flatware brands in its portfolio include Dansk and Kate Spade. Broad range of designs with ranges stretching from the lower to higher end for 18/10 flatware.

LIBERTY

U.S. brand and promotes that it is the only U.S. stainless steel flatware manufacturer. Focus on quality of product. Mid to higher end.

WALLACE

Part of Lifetime Brands. U.S. brand, with origins dating back to 1835 (silversmith). Ranges include silver and stainless steel flatware. Prices at mid to lower end of the 18/10 flatware market.

TOWLE

Part of Lifetime brands. U.S. brand with history dating back to 1690. Ranges include silver and stainless steel flatware. Prices at mid to lower end of the 18/10 flatware market.

MIKASA

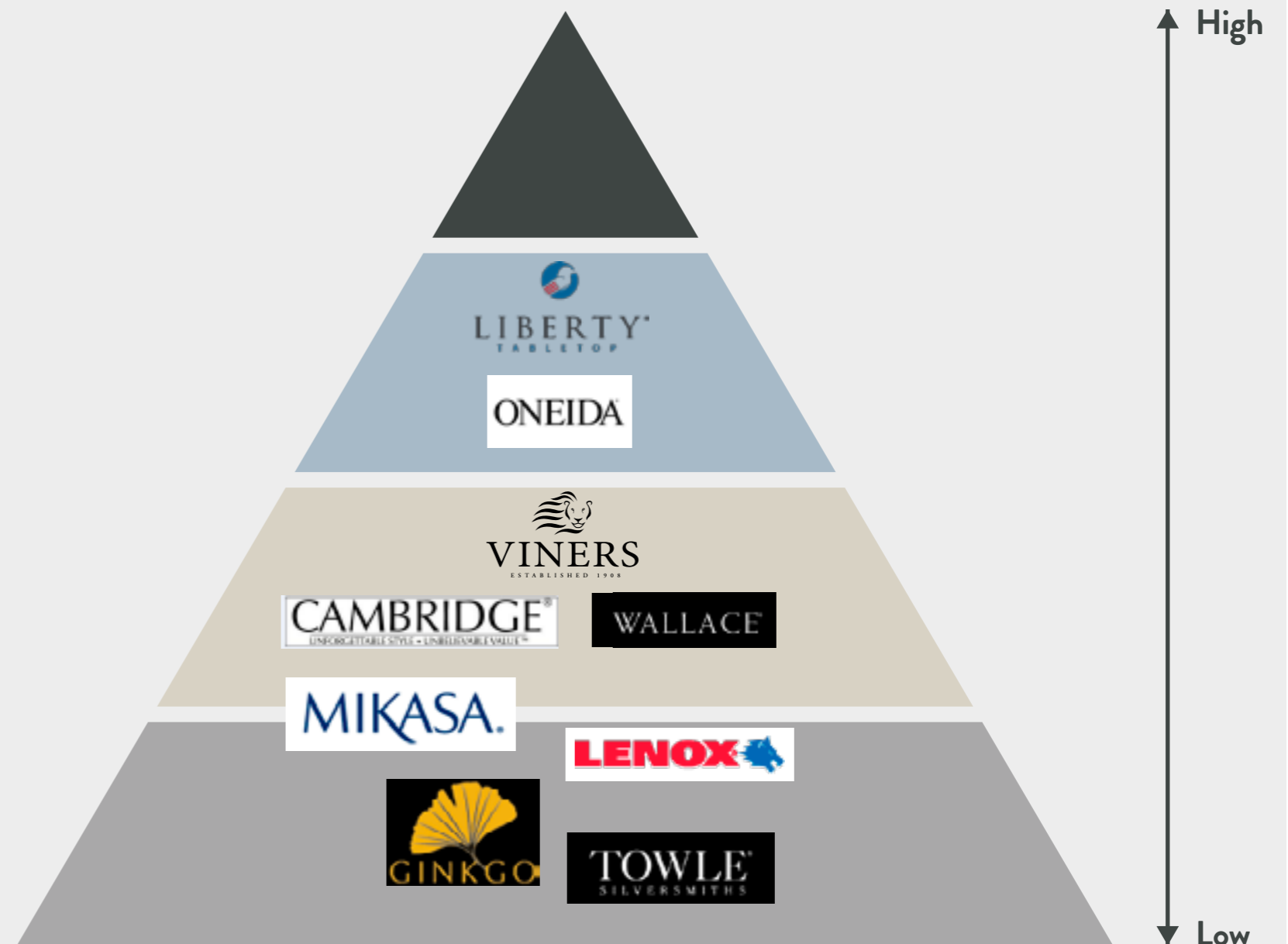
Part of Lifetime brands. Fashion led US originated tabletop brand. Prices at mid level within 18/10 flatware.

CAMBRIDGE

U.S. brand, established in 1956. Also distribute Robert Welch. For 18/10 flatware prices range from mid to higher end.

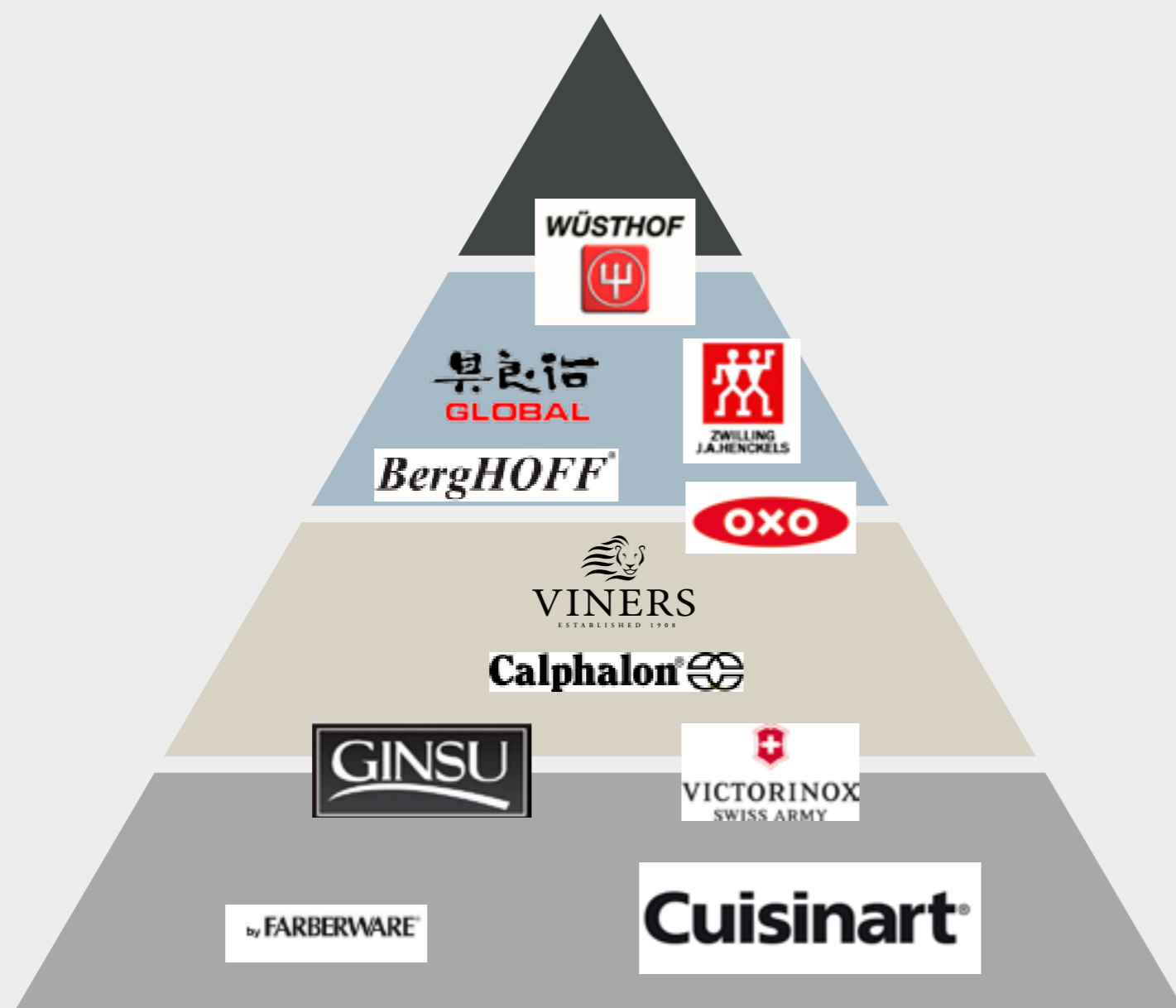
GINKGO

Ginkgo's focus is on design, using designers from around the world. 18/10 flatware at mid to high price level.



High

Low



MARKET POSITION: Kitchen Knives/ Cutlery

Viners occupies a mid-market position in the kitchen knives market.

German brands appear to be dominant in the U.S. kitchen knife market; notably Berghoff, Wusthoff and Zwilling J.A. Henckels. These brands typically offering entry level to high end knives.

The online channel is important in the cutlery category, with just over a fifth of dollar purchases coming from online purchases (IHA)

MARKET POSITION IN THE UK

Viners has by far the highest spontaneous and prompted awareness as a flatware brand in the U.K.

PROMPTED AWARENESS OF SELECTED TABLETOP BRANDS	
Wedgwood	74%
Viners	54%
Villeroy & Boch	41%
Ravenhead	38%
Linea	32%
Arthur Price	31%
Stellar	25%
Price & Kensington	18%
Robert Welch	15%
Amefa	12%
WMF	9%

SPONTANEOUS AWARENESS FLATWARE BRANDS:	% AWARE
Viners	24%
IKEA	9%
Jamie Oliver	7%
Arthur Price	6%
Tesco	6%
John Lewis	4%
Sheffield Steel	4%
Denby	4%
Argos	3%
Oneida	3%
Sainsbury's	3%
Villeroy & Boch	3%
Next	3%
Alessi	2%
Asda	2%
Wilkinsons	2%
Stellar	2%

U.K. CONSUMERS' PERCEPTIONS OF VINERS

SPONTANEOUS PERCEPTIONS OF VINERS	%
High quality	50%
Attractive designs/stylish/elegant	25%
Hardwearing/durable/long lasting	17%
Trusted/Reputable	15%
Established/Company has been around for a long time	12%
Good (unspecified)	11%
Value for money	7%
Traditional	7%
Functional	5%
Modern	5%
Classic	4%
Mid-range/Mid-price	4%
Old fashioned	3%
Well presented	2%
Guaranteed	2%
Other	7%
Don't know	5%

Consumer perceptions of Viners are very positive, with the overriding view that its flatware is good quality, attractive and hardwearing. Viners is also recognised as being a trusted and long established brand.

“Well established company with a great reputation”

“Good quality, attractive designs, lasts forever”

“Experts... beautiful designs, long heritage”

“High quality and stylish designs and affordable”

“Good quality and design, made to last”

CUTLERY & FLATWARE DEMOGRAPHICS

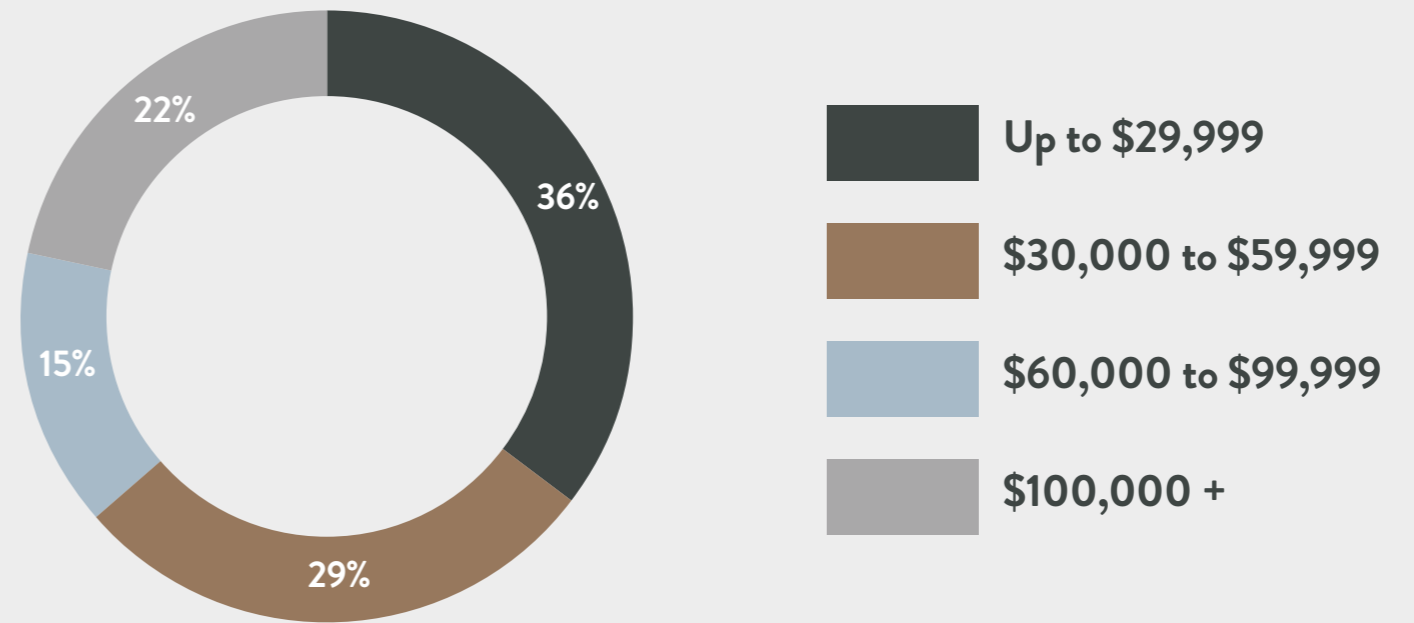
As in the U.K., demographic data suggests that in volume terms the majority of cutlery and flatware purchases are made by younger adults who are maybe setting up their first home etc. (i.e. rather than older consumers who are upgrading).

Similarly, another key segment in flatware and cutlery is the wedding gift market, with around a quarter of cutlery sales purchased as gifts (all gifts, IHA).

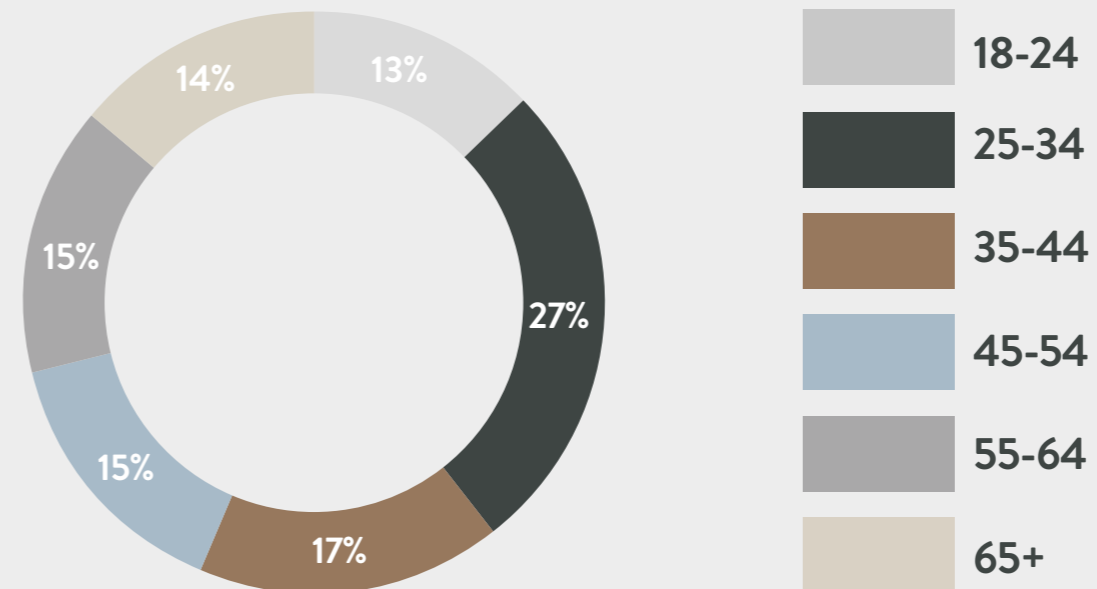
The wedding registry market is worth an estimated \$10bn per year (plus gifts purchased off registry), with around 70% of couples placing cutlery and flatware on their registry lists*.

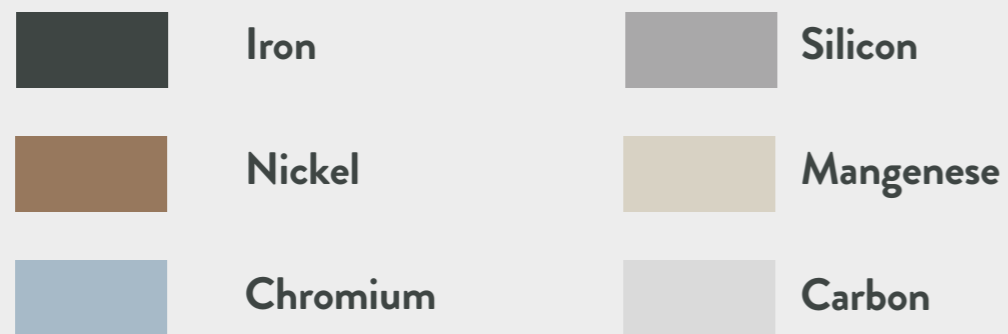
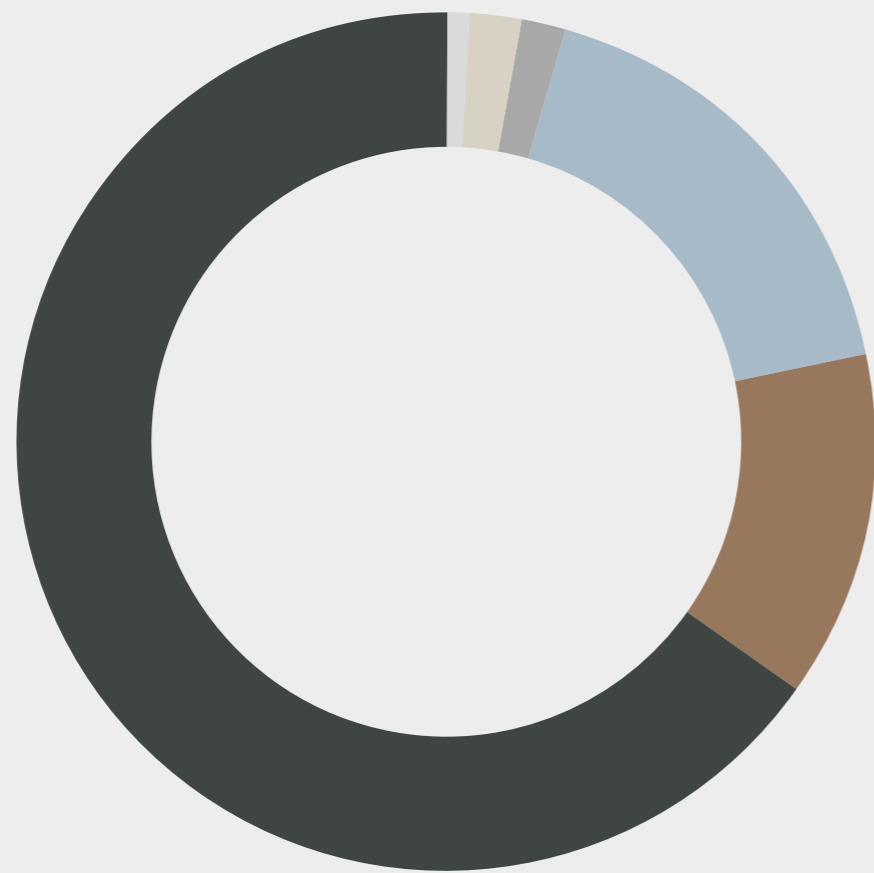
* The top 4 registry retailers are Bed Bath & Beyond, Target, Macys and Crate & Barrel.

Flatware Unit Volume Share By household income:
6 Months Ending Sept 2016



Unit Volume Share By Age: Cutlery (Sept 2016)





** Traces of Phosphorus and Sulfur*

18.10 CUTLERY

All our 18.10 cutlery ranges come with a 50 year guarantee as standard.

WHAT DOES 18.10 MEAN?

Within the stainless steel composition, 18% Chromium and 10% Nickel are included. This improves the shine of the cutlery, and also the strength of the steel. Providing greater resistance to rusting, and tarnishing.

This steel is also known as '304' (in the American AISI grade designation system)

PACKAGING

At Viners considerable care is given to packaging as well as products. Spending time at point of sale and through our Viners Consumer Club we have carried out surveys to establish important factors for consumers when purchasing flatware. All of these essential points have been taken into account by our packaging technologists and graphics team to produce consistent, clear gift packs critical for successful retail.



Reference to British heritage and design, with Union Jack to the corner of all flatware boxes

Established 1908 clearly detailed, highlighting the brand heritage

Open window to clearly display the flatware. Consumers see and feel the quality

Set contents clearly detailed, for consumers to understand what they are getting in the box

Clearly detailed Guarantee/ Warranty. Consumers understand the quality of flatware from the length of guarantee



MANUFACTURING PROCESS

- Up to 11 processes go into the production of each piece of Viners Cutlery.
- Often hand finished, by highly experience, time served craftsmen & woman to guarantee the highest grade of cutlery.
- Attention to detail in the production process is a must on all Viners cutlery.
- Fork prongs are highly polished, both to the front, back, sides and internally to give a lustre finish.
- Clearly defined knife serration, to guarantee clean safe cutting of food, is always required on Viners knives
- Curvature is individually polished, by hand by a highly skilled craftsman, to create a balanced yet beautiful piece
- Hand polishing around spoon heads, to give a consistently high grade finish
- Intricate designs are specially cleaned to remove dust and ensure clear definition and shine

STUDIO

- Designed Exclusively for Viners in the 1960s by leading British Designer Gerald Benney.
- Studio is the longest running, and best loved design with our 18.10 collection.
- Produced from Premium Grade 18.10 Stainless Steel, for superior lustre and shine
- Heavy Gauge pieces add to the quality of the set, each piece is perfectly balanced to sit well in the hand.
- Premium Quality Giftbox, designed to showcase the individual pieces. Allowing consumers to easily see both the design and quality of the set at point of purchase.
- Minimum Knife weight 90grams. Minimum material thickness on forks and spoons 2.5mm
- With a 50 year guarantee.

Product code: 0303.104

MSRP: \$100.00



STUDIO: CONSUMER FEEDBACK

“STUDIO IS JUST SUCH A TIMELESS DESIGN”



“EXCELLENT. MATCHES MY ORIGINAL SET FROM 1967!”



“FORMERLY MY MOTHER-IN LAW’S, BUT NOW ALL MINE!”



MAYFAIR

A timeless and endearing design delicately details the Mayfair handles, making a beautiful addition to the range.

- Produced from Premium Grade 18.10 Stainless Steel, for superior lustre and shine
- Heavy Gauge pieces add to the quality of the set, each piece is perfectly balanced to sit well in the hand.
- Premium Quality Giftbox, designed to showcase the individual pieces. Allowing consumers to easily see both the design and quality of the set at point of purchase.
- Minimum Knife weight 120grams. Minimum material thickness on forks and spoons 3.5mm
- With a 50 year guarantee.

Product code: 0302.471

MSRP: \$100.00





STYLE

The Style flatware has curved, slender handles bring sleek sophistication to every meal.

- Produced from Premium Grade 18.10 Stainless Steel, for superior lustre and shine
- Heavy Gauge pieces add to the quality of the set, each piece is perfectly balanced to sit well in the hand.
- Premium Quality Giftbox, designed to showcase the individual pieces. Allowing consumers to easily see both the design and quality of the set at point of purchase.
- Minimum Knife weight 120grams. Minimum material thickness on forks and spoons 3mm
- With a 50 year guarantee.

Product code: 0303.105

MSRP: \$100.00



KNIGHTSBRIDGE

The Knightsbridge design features a classic textured handle and is polished to a high gloss mirror finish.

- Produced from Premium Grade 18.10 Stainless Steel, for superior lustre and shine
- Heavy Gauge pieces add to the quality of the set, each piece is perfectly balanced to sit well in the hand.
- Premium Quality Giftbox, designed to showcase the individual pieces. Allowing consumers to easily see both the design and quality of the set at point of purchase.
- Minimum Knife weight 100grams. Minimum material thickness on forks and spoons 3.5mm
- With a 50 year guarantee.

Product code: 0302.754
MSRP: \$100.00





ETERNAL

- Produced from Premium Grade German 1.4116 stainless steel
- With Taper Ground blades, for optimum sharpness, these knives will maintain their sharp cutting edges.
- The handle is constructed from 18/0 stainless steel with a stunning wood effect wrap applied. Giving consumers the look of wood, with the convenience and confidence of steel.
- These products are all suitable for use in the dishwasher and come with a 25 year guarantee.
- Individually giftboxed with PET tray inserts, so the consumer can touch and feel the handles. These products also have eurohooks for ease of instore display

Eternal slicing 4" paring knife
Product code: 0302.160
MSRP: \$15.00

Eternal slicing 5" utility knife
Product code: 0302.161
MSRP: \$15.00

Eternal slicing 8" carving knife
Product code: 0302.162
MSRP: \$20.00

Eternal slicing 8" bread knife
Product code: 0302.163
MSRP: \$20.00

Eternal slicing 8" chef's knife
Product code: 0302.164
MSRP: \$25.00



TITAN

- Available in 3 colors, Gold, Copper and Black. Titanium PVD coated Blades, provides added strength, durability and corrosion resistance to the blades.
- Minimum Blade thickness of 2.5mm on the larger knives and 2mm on the smaller pieces.
- Soft Touch TPR handles, for added comfort and secure grip in use.
- Magnetic rubberwood block allows the pvd blades to be beautifully displayed on the kitchen counter top.
- These products are all suitable for use in the dishwasher and come with a 25 year guarantee.
- Packaged in a highly attractive silver giftbox, with clear product imagery. This product looks great on retailer shelves.

Titan black 6 pce knife block

Product code: 0305.139

MSRP: \$100.00





TITAN

- Available in 3 colors, Gold, Copper and Black. Titanium PVD coated Blades, provides added strength, durability and corrosion resistance to the blades.
- Minimum Blade thickness of 2.5mm on the larger knives and 2mm on the smaller pieces.
- Soft Touch TPR handles, for added comfort and secure grip in use.
- Magnetic rubberwood block allows the pvd blades to be beautifully displayed on the kitchen counter top.
- These products are all suitable for use in the dishwasher and come with a 25 year guarantee.
- Packaged in a highly attractive silver giftbox, with clear product imagery. This product looks great on retailer shelves.

Titan copper 6 pce knife block
Product code: 0305.141
MSRP: \$100.00



TITAN

- Available in 3 colors, Gold, Copper and Black. Titanium PVD coated Blades, provides added strength, durability and corrosion resistance to the blades.
- Minimum Blade thickness of 2.5mm on the larger knives and 2mm on the smaller pieces.
- Soft Touch TPR handles, for added comfort and secure grip in use.
- Magnetic rubberwood block allows the pvd blades to be beautifully displayed on the kitchen counter top.
- These products are all suitable for use in the dishwasher and come with a 25 year guarantee.
- Packaged in a highly attractive silver giftbox, with clear product imagery. This product looks great on retailer shelves.

Titan gold 6 pce knife block
Product code: 0305.160
MSRP: \$100.00



MARKETING GUIDE

CREATING A BUZZ

We use a variety of different marketing platforms across the Viners digital space to reach as many people as possible with maximum impact. Our media message isn't just about how our products work; we want to paint a compelling picture of how it's going to make your life better. We do this by telling stories and making them relevant. We use seasonal trends to appeal to lifestyle press to help us get our message across to the consumer. Recipes, competitions, and video content work alongside digital newsletters and press coverage to support key campaigns on social media such as Christmas, Spring, and new product launches.



SOCIAL MEDIA

We are storytellers and as social media works its way deeper into people's lives, it's important that we keep ahead of the curve with a sharp focus on visual storytelling. We invest in aspirational lifestyle photography to showcase our Viners brand, its heritage, our products, and the rich stories around them.

Instagram has become the linchpin of our social media strategy. It helps us to place the Viners brand in a desirable yet attainable lifestyle in order to appeal to our target consumer and blogger demographic.



MARKETING GUIDE



BLOGGERS & INFLUENCERS

At Viners, we are always on the lookout for exciting, dynamic, and influential bloggers and personalities that align with our brand. We carefully select and build relationships to create appealing content with great coverage, to drive traffic to our Viners social media channels.

By targeting home and lifestyle bloggers with an engaged following, we can introduce the Viners brand to a younger, more style-focused audience. We have a growing Viners blogger community, which continues to be a vital part of our marketing plan.



VINERS TV ADVERT

The new Viners TV advert was launched in late 2015 on mainstream UK television. It was the first televised Viners TV advert since the 1970's. We felt that the brand would benefit from the coverage and reach that TV advertising brings, in order to access a younger demographic, who was identified as a key target market to help grow the brand.

We selected food and home interior focused channels including Food Network, Good Food, Lifetime, Home, More4 and ITV amongst others to launch the advert as they fitted well with our campaign slogan "Fashion for Your Table".

MARKETING GUIDE

EVENTS

Cutlery is a tactile product, so it's important that we get our ranges into the hands (as well as the heads) of bloggers, consumers, and members of the press in order to reinforce our message of quality, style, and aspirational living.

We host exclusive VIP events that place our products front and centre to help market to our target audience.



PRESS & BLOGGER EVENT

Viners introduced the Nala and Contour collection at ICE TANK studios in London. Bake Off Creme De La Creme star Christophe LeTynevez, hosted a chocolate making masterclass to key lifestyle, interior influencers and media to secure future media placements. Alongside this, we also gathered creative video and visual content for Viners social media, through interaction with influencers. The ranges were presented along with other pieces from the Viners 'High Fashion' collection, to showcase a cross section of the brand. Teaspoons were gifted to each guest at the class to dip into chocolate for Christmas tree decorating.

