

**TYPHOON®**

Homewares

1.

**BUSINESS INTRODUCTION**

**FortyOneMadison**  
The New York Merchants

# OUR ORIGINS

## 680 YEARS OF COMBINED PRODUCT KNOWLEDGE, HISTORY AND EXPERIENCE IN THE HOUSEWARES INDUSTRY.

Typhoon Homewares is the creative home of a group of British heritage brands with products that span both the kitchen and table top markets. Our brands consisting of Kilner®, Mason Cash, Typhoon, Price & Kensington and Viners are designed and developed in the UK in conjunction with our US sales team specifically with our customers in mind.

## HOW WE OPERATE

All of our brands are sold individually, but shipped together, allowing us to cater for multiple orders at once. With sales support out of Connecticut and a National sales team based out of our showroom at 41 Madison Avenue NY, join us on our journey from the drawing board to the kitchen counter top.

Throughout the years our business has grown, but our aim has remained the same; a wide variety of choice to reflect emerging trends, exciting colors and well-designed quality products with reasonable pricing. Every product is manufactured to the company's own exclusive design and specification, and all products are packaged to a high standard, ensuring attractive retail displays and rapid sales.





# KILNER®

The original Kilner® jar is as much-loved and successful now as it was 175 years ago. As we reflect upon the brand's centuries' old success, we pay homage to the Kilner® Jars long-lasting popularity, owed to its distinctive pressure seal and iconic design. Put simply, households all over the world trust it to successfully can and pickle their fruit and vegetables.

A surge in popularity for canning home-grown fruit and vegetables, and storing food in jars rather than plastic for its health benefits has catapulted the Kilner® jar into the limelight in recent times. Now, not only is it an essential for the kitchen, it has become a statement of style throughout the home.





## MASON CASH

Mason Cash has been the choice of home cooks and bakers for centuries. The origins of Mason Cash can be traced back to a pottery operating in the heart of the British ceramic industry in 1800. Although Mason Cash has been producing mixing bowls since the 1800's, in 1901 they designed and manufactured the very first iconic Mason Cash mixing bowl. The bowl's design has endured the test of time and has become something of a design classic. In fact, the design has barely altered since then, which is why the brand is still renowned for its innovative, classic character in the world of kitchenware today.

# TYPHOON

The Typhoon journey began over 20-years-ago. Today the brand is known for innovative and high-quality kitchenware items at affordable prices. Our stylishly designed collections have shaped the way consumers develop their kitchen's identity; whether it be retro inspired or a modern adaptation of centuries old cooking methods, Typhoon caters for all preferences. Over the last 20 years, we have unveiled a variety of exciting products. Following sustained global marketing campaigns, placements in premium retailers and department stores, Typhoon has managed to cement its place in the market of design-led houseware products.





## PRICE & KENSINGTON

The Price & Kensington story started at the beginning of the 19th Century, in Burslem, England, when the innovative Price Brothers founded their earthenware manufacturing company in Crown Works. Specialising in tabletop accessories, and teapots, the brothers quickly became renowned for their distinctive designs. Rich in heritage and passionate about table top accessories and teapots, the Price & Kensington brand continues to flourish. While teapots remain the heart of the product range, we also offer a number of tabletop collections, including coordinating storage and dinnerware to accommodate all tastes and lifestyles. We understand that for generations the kitchen is the heart of the home, which remains the fundamental inspiration for our new developments.





## VINERS

With over a century of flatware and knife manufacturing experience, Viners is a highly distinguished, trusted and much loved brand, steeped in British Heritage. The illustrious flatware brand dates back to Sheffield, England in 1908. From a small silverware specialist, they grew to be the biggest silver, silver plated and stainless steel kitchenware producer in the UK. With a reputation of high quality products, Viners was issued with a Royal Warrant as Cutlers and Silversmiths to King George V of England. Innovation and design development are intrinsic values associated with the brand, with notable product designs spanning over 50 years. Current day, the brand offers shapes and patterns which reflect what consumers are looking for from contemporary or classic dining ranges which feel great in the hand and are practical to use.

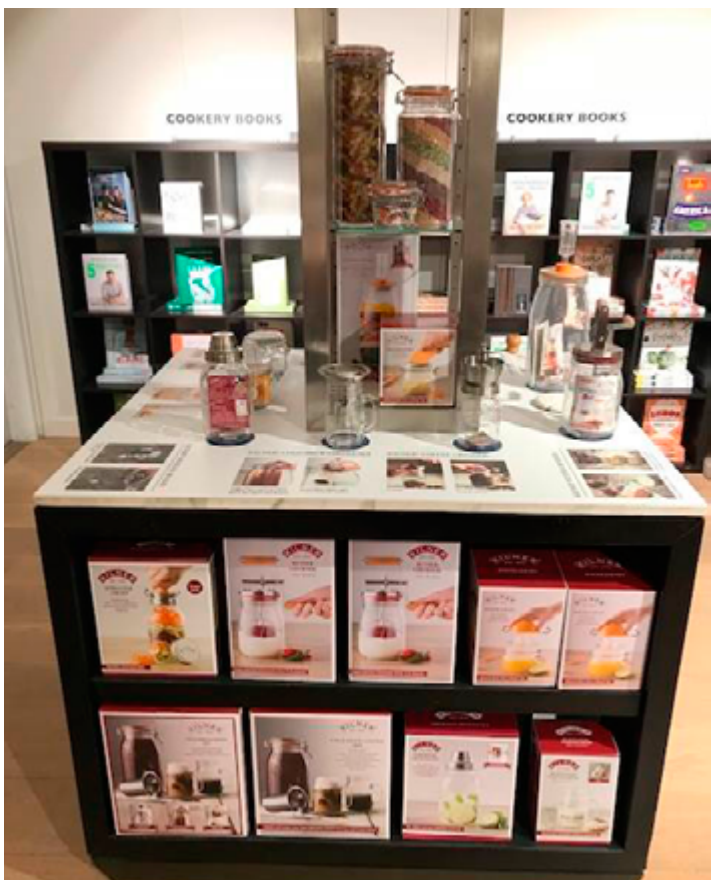


# IN STORE DISPLAYS

Our specially designed packaging and eye catching point of sale will ensure your in-store display maximises on sales.







# BRAND WEBSITES AND SOCIAL MEDIA

Don't forget about each brand's individual website and social media pages for more information!

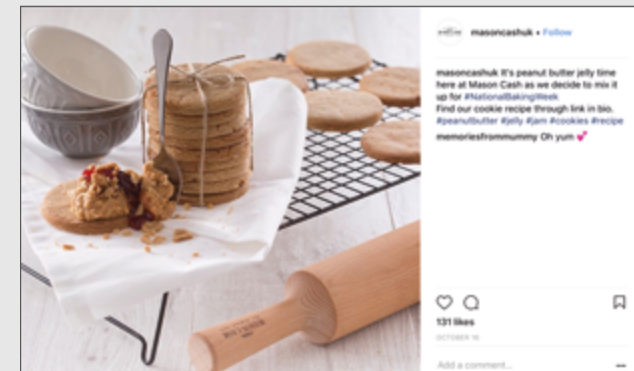
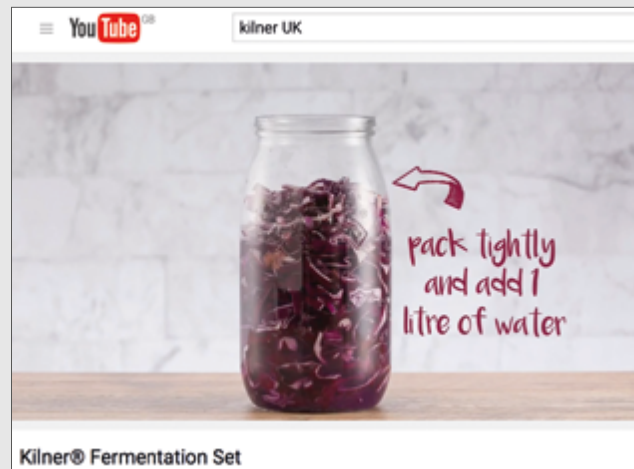


## Blogger Outreach

With access to a number of influential bloggers, we foster relationships and build trust to encourage promotion of our brands to their followers. We send out samples and ask for impartial reviews which translate into shares with their vast networks, driving traffic to our own social media and websites.

## Video

Video content is king! When scrolling through the busy world of social media, we need to capture attention and inform, educate and entertain, making followers more likely to remember our brand. Videos are an important way for us to show how to use our products and create brand engagement.







**typhoonhousewares** • Follow

typhoonhousewares With the arrival of unexpected guests over the festive period, be sure to have chocolates on hand to satisfy those with a sweet tooth! #Christmas #Chocolate #Storage

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**Kilner**

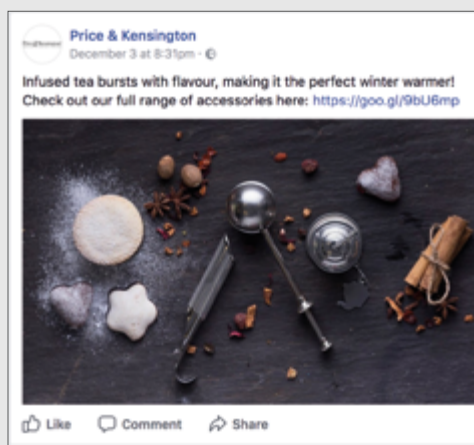
November 25 at 7:53pm •

Nothing beats a personalised gift, and nothing is more personal than #Homemade pickles!

Pick up our FREE Kilner® & Sarsons UK Pickling Mini Guide instore at The Range, or by signing up here for a digital copy: [www.perfectpickling.co.uk](http://www.perfectpickling.co.uk)



Like Comment Share



**Price & Kensington**

December 3 at 8:31pm •

Infused tea bursts with flavour, making it the perfect winter warmer! Check out our full range of accessories here: <https://goo.gl/9bU6mp>



Like Comment Share



**priceandkensington** • Follow

priceandkensington Be bold with our Brighton Red Teapot and Berry infused tea! #Berries #Tea #Red #Teapot

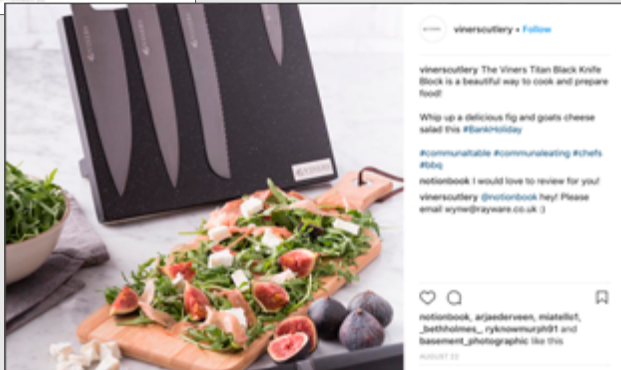
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vinerscutlery Sit down with Studio... #Vinersstudio #Vinerscutlery #Justaddviners #weekend

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vinerscutlery The Viners Titan Black Knife Block is a beautiful way to cook and prepare food!

Whip up a delicious fig and goats cheese salad this #BankHoliday

#communicable #communicating #chef's #blog

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