

TYPHOON[®]

Homewares

SPOTTED

— SPRING/SUMMER 2017 —



NOT FOR EXTERNAL USE

WELCOME TO TYPHOON HOMEWARES - SPOTTED!

This is your brand new, one-stop resource for all the exciting news from Typhoon Homewares.

Each edition is broken down into three categories so you can find exactly what you need to know:

1. HOT PRODUCTS

In this section we'll let you know which products we think are going to make a splash in the next few months. For example, this edition is all about summertime fun, so we'll be highlighting some products we think are perfect for enjoying in the sunshine.

2. COVERAGE

Here we'll highlight our press coverage. Whether it's print, social media, television or more, we'll let you know where we've been featured!

3. WHAT'S NEW?

Finally, we'll keep you updated on what's going on at Typhoon Homewares HQ. Here you'll find our latest on brand new products, campaigns and more.

Enjoy!
The Typhoon Homewares Team

TYPHOON[®]
H o m e w a r e s



1.
HOT PRODUCTS



Kilner Drinks® Dispensers are the perfect centerpiece for any outdoor event. Whether it's just a few drinks outside with friends, or a big outdoor extravaganza, there's a place for any beverage in one of our Drinks Dispensers.



A Mason Cash Bowl is a fantastic addition to any kitchen, no matter the time of year. In the Summer, the Pastel Color Mix Bowls get their chance to shine, as their gorgeous colors reflect Spring and Summer blooms.



Typhoon Homewares



Typhoon Seasonings are the perfect way to add more zest to any summer salad. Their contemporary designs will find a place on any table, while their innovative features allow you to maintain the perfect balance of dressing and salad.



If you're in the mood for some sunshine sippin', the Price & Kensington Spots Collection is sure to make your Summer even brighter!

Spotted Summer 2017



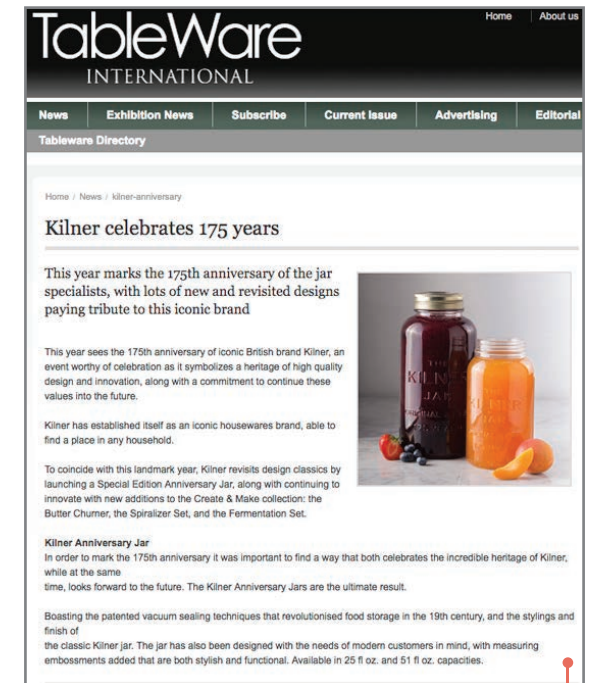
2. COVERAGE



Instagram: Passion For Baking

With over 1.2 million followers, including 600,000+ in the US, it's a delight to see Mason Cash featured so prominently!

www.instagram.com/passionforbaking



Kilner celebrates 175 years

This year marks the 175th anniversary of the jar specialists, with lots of new and revisited designs paying tribute to this iconic brand

This year sees the 175th anniversary of iconic British brand Kilner, an event worthy of celebration as it symbolizes a heritage of high quality design and innovation, along with a commitment to continue these values into the future.

Kilner has established itself as an iconic housewares brand, able to find a place in any household.

To coincide with this landmark year, Kilner revisits design classics by launching a Special Edition Anniversary Jar, along with continuing to innovate with new additions to the Create & Make collection: the Butter Churner, the Spiralizer Set, and the Fermentation Set.

Kilner Anniversary Jar
In order to mark the 175th anniversary it was important to find a way that both celebrates the incredible heritage of Kilner, while at the same time, looks forward to the future. The Kilner Anniversary Jars are the ultimate result.

Boasting the patented vacuum sealing techniques that revolutionised food storage in the 19th century, and the stylings and finish of the classic Kilner jar. The jar has also been designed with the needs of modern customers in mind, with measuring embossments added that are both stylish and functional. Available in 25 fl oz. and 51 fl oz. capacities.



WHY KILNER ARE THE BEST AIR TIGHT JARS FOR PRESERVING AND STORAGE

Digital Press: The Independent "Why Kilner Jars Are The Best Air Tight Jars For Preserving And Storage"

We couldn't have put it better ourselves!

www.independent.co.uk/life-style/food-and-drink/counter-culture-kilner-a7767276.html

Digital Press: Tableware International "Kilner celebrates 175 years"

Nice to see Tableware International are as pleased as we are to be celebrating!

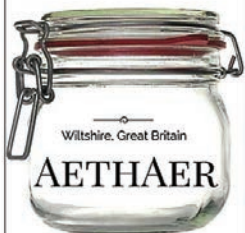
www.tablewareinternational.com

This business venture claims to provide crystal-clear air for smog-ridden townies.


The Aethaer website shows people skipping over hills 'capturing' the fresh air in empty jam jars. The full range includes air from Somerset, Wiltshire, Yorkshire and Wales.

If you live in those areas, buy a Kilner jar from Debenhams for £5 and enjoy the contents for free.

SHOP PRICE: £80.
DIY PRICE: £5 for the jar; free to fill it with air.



An £80 jar of country air (left)



and a £5 Kilner jar from Debenhams (right)

Digital Press: Mail Online "Breathless cheek of a jar of air"

We doubt we'd pay so much for British Countryside air, but at least they're using some quality jars!

www.dailymail.co.uk

Print Media: Kitchenware International May and June 2017
 Kilner®'s 175th Anniversary is featured prominently throughout this issue, with two features and a full page advert! Typhoon Stowaway also gets a mention as part of the issue's focus on storage.

Full Page Advert: Page 11
 Features: Page 6, Page 13



Facebook: Tastemade "Perfect Steak with 3 Home-Churned Compound Butters"

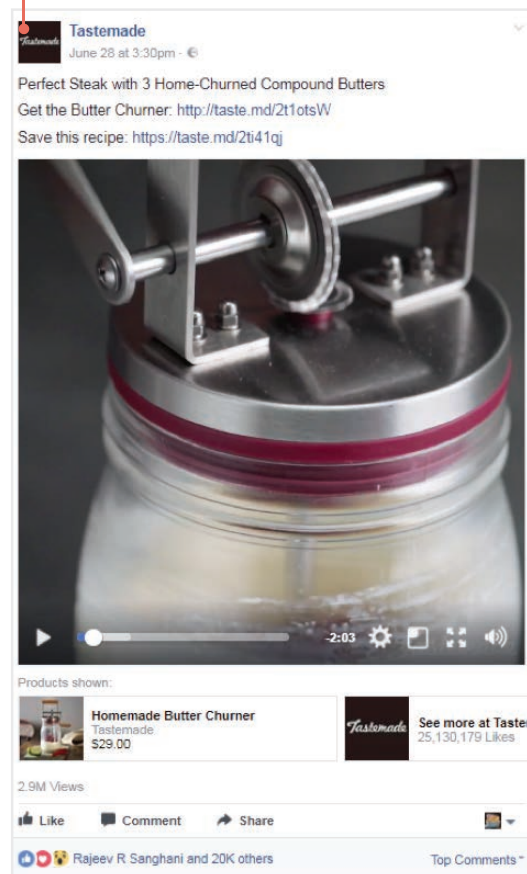
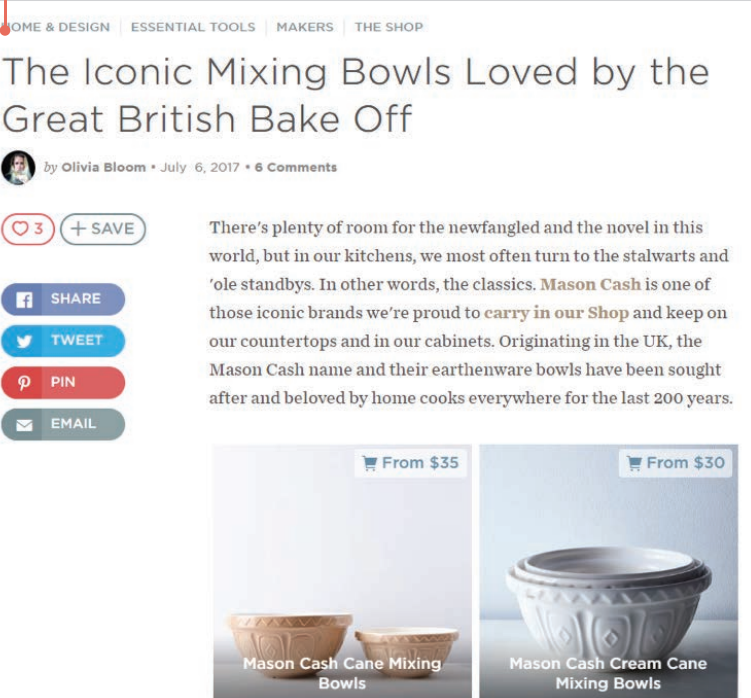
The wildly successful Tastemade (25 million+ followers) chose the Kilner® Butter Churner for their delicious looking recipes for the perfect steak.

www.fb.com/tastemade

Digital Press: Food 52 "The Iconic Mixing Bowls Loved by The Great British Bake Off"

A fascinating, in-depth look into the history of British baking and the importance of Mason Cash both in the past and present!

food52.com/blog/19997-the-iconic-mixing-bowls-loved-by-the-great-british-bake-off



Event: Typhoon Homewares Summer Party 2017

We recently held our very first event for bloggers and press in our New York Showroom: the Typhoon Homewares Summer Party! We invited a selection food & lifestyle bloggers and editors from across the Tri-state Area to come along, get to know us, and get their hands on some of our amazing products. With food provided by The Smile NYC, much fun was had by all and new avenues have certainly been opened up in building relations with these important figures!





Social Media Campaign: “#MyKilnerStory”

All this June we are running an exciting new Social Media Campaign to celebrate Kilner®’s 175th Anniversary. Kilner® would never have become the iconic brand it is today without its loyal customers, so this is a celebration of them! By simply uploading a selfie with their favorite Kilner® product, customers become part of the Kilner® Story, and have a chance of winning £175 (\$225) worth of Kilner® products.

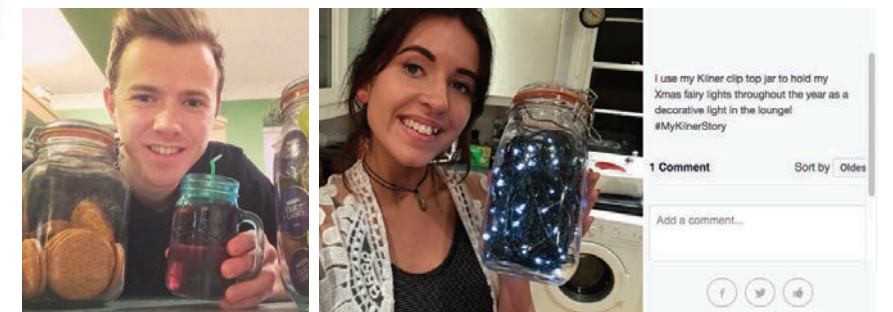
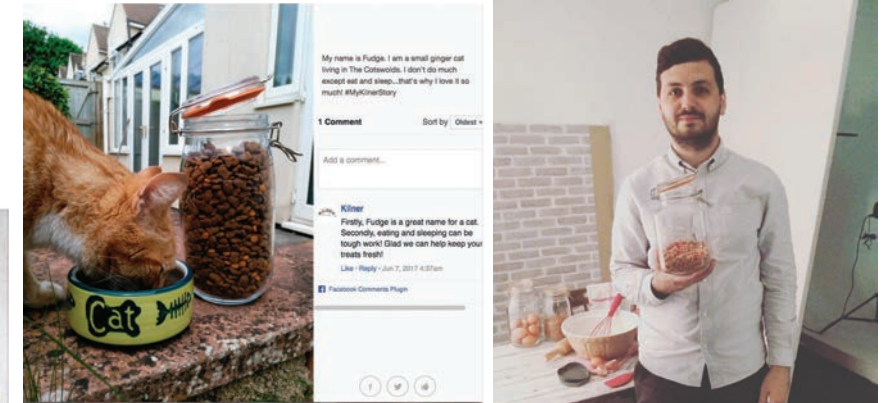
With entries from all over the world, this is a fantastic opportunity to show just how far Kilner® has come!

[More Info Here](#)

Kilner added 5 new photos.
7 June at 08:35 · €

It's COMPETITION TIME and there's £175 (RRP) worth of Kilner® products up for grabs!

Upload a selfie, showing YOU with your favourite Kilner® piece by clicking this link and tell us why you love it and how you use it!
<http://woobox.com/cz6m68...> See more





3. WHAT'S NEW?

UPCOMING TRADE SHOWS

We are currently attending:
AmericasMart Atlanta 11th to 18th July

We will soon be attending:
United Hardwares 28th – 30th July
Minneapolis Mart 4th – 8th August



NEW PRODUCTS

In the UK we recently held our Fall/Winter 2017 product launch.
With exciting new products on the way, stay tuned for their availability in the USA!

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H o m e w a r e s

SPOTTED

— SPRING/SUMMER 2017 —

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