

WestBend®

OUR PASSION IS
POPCORN

oil.



air.



flame.



novelty.



Fitz and Floyd has expanded its offering with Andrea by Sadek's tableware, such as the brand's coastal assortment.



Fitz And Floyd Broadens Reach With Andrea By Sadek, Hershey

By LISA COWLEY
Associate Editor

NEWTOWN, PA— Fitz and Floyd's recent acquisition of tabletop brand Andrea by Sadek, and the inking of a licensing deal with global confectionary leader The Hershey Company, are both part of the company's strategic vision to produce high quality housewares lines, offer value to its existing retail base and open opportunities to reach new consumers.

"I look at Fitz and Floyd as a 50-year

old startup. We are an entrepreneurial group and are always trying to find out how to increase our revenue and deliver more to the bottom line," Steve Baram, CEO, Fitz and Floyd, told HOMEWORLD BUSINESS®.

"We look to diversify the products we sell and the customers that sell those products. That's how we see our path to success. We are always looking to bring new and different things to market," he added.

Baram said that the addition of Andrea by Sadek allows Fitz and Floyd

to offer a broader product assortment, from both a pricepoint and a utility standpoint.

Andrea by Sadek is known for its assortment of handpainted giftware and coastal tabletop, a focused assortment of children's tea sets and uniquely shaped flowerpots with Sadek branded motifs. The brand has a loyal customer base at independent resort retailers and smaller museum shops, said Baram. Fitz and Floyd will also maintain Andrea by Sadek's licensing agreement with Colonial Williamsburg.

"The Fitz and Floyd product line and the Andrea by Sadek products are complementary enough that we do feel there will be cross selling opportunities," added Baram.

"Fitz and Floyd has always been known as the tabletop manufacturer that brings fashion, style and unique product to the consumer's home, and particularly to the table," he added, such as handpainted three dimensional pieces, dinnerware and accessories.

The company will showcase housewares from these business ventures at its AmericasMart showroom at the Atlanta Gift & Home Furnishings Market in January 2016. Andrea and Jim Sadek will be involved in the transition, and will be in attendance at the market.

As part of its new licensing agreement, Fitz and Floyd also debuted 125 SKUs at the fall New York Tabletop Market, featuring Hershey's,

continued on page 62

Home A Key 'Find' For Lord & Taylor Outlet

By MIKE DUFF
Senior Editor

PARAMUS, NJ— Last month, in the retailing hub of Paramus, Hudson's Bay Co. introduced its candidate in the department store outlet derby: Find @ Lord & Taylor.

Hudson's Bay already operates Saks Off 5th, taking a spin on its Saks Fifth Avenue department store operation, but both off-pricers operate not under the department store divisions that leant them their names. Rather, they operate under the outlets division, headed up by the company's president of outlets, Jonathan Greller.

At the store opening in November,
continued on page 47

TOPTEN ADVERTISED MEN'S SHAVERS

Source: Market Track

Date: 9/1/15-11/30/15

	Brand	Description	Ad Price
1.	NORELCO	ROTARY RAZOR 2300	\$29.99
2.	NORELCO	ROTARY RAZOR 6500	\$69.99
(TIE)	REMINGTON	LITHIUM ALL-IN-ONE GROOMING KIT PG6025	\$15.99
4.	NORELCO	POWERTOUCH AT81441	\$10.99
5.	REMINGTON	WETTECH POWER SERIES R8 ROTARY SHAVER	\$99.99
6.	NORELCO	POWERTOUCH WITH AQUATEC AT810	\$34.99
7.	NORELCO	4000 WET & DRY ELECTRIC SHAVER 4100	\$34.99
(TIE)	REMINGTON	F5 LITHIUM INTERCEPT FOIL RAZOR PF7500XLP	\$49.99
(TIE)	REMINGTON	R4 SHAVER PR1240AXLP	\$49.99
10.	NORELCO	POWERTOUCH RECHARGEABLE CORDLESS PT730	\$34.99

*Rank is a weighted score based on the number of advertisements received by each product, the number of chains advertising that product, the number of stores in the chain and the placement of the item within the advertisement.
•Retail channels surveyed include: Mass Retailers, Department Stores, Hardware/Home Centers and Drug Chains.

Market Track 1-800-235-3781, Chicago, IL

FOCUS

PRODUCTS GROUP INTERNATIONAL, LLC

To learn more about West Bend visit us at WestBend.com

The Focus family of brands

CHICAGO METALLIC

WestBend



VINTURI

amco houseworks®

HERSHEY'S

SWING-A-WAY

Tabletop

Acquisitions, Casual Lifestyles Awakened Tabletop Surge

2015
Year In Review

BY LISA COWLEY
Associate Editor

NEW YORK— The tabletop category generated a lot of acquisition activity in 2015. Many companies did this to extend their brand portfolios, offering retailers more aesthetic variety for their shelves, while some partnerships allowed them to expand their domestic or international retail network or sourcing capabilities. From a personnel side, many agreements allowed seasoned tabletop executives and designers to join forces.

From a brand and product perspective, the glassware segment played a starring role in creating excitement in the category. International brands debuted in the U.S. through new distribution partnerships, and technological advancements in glass offered added benefits such as break resistance or enhancements said to improve the sensory experience of the beverage to be imbibed.

Vendors continued to step away from glassware as a commodity item and more as something to enhance the consumer's experience and liven up or add elegance to intimate casual gatherings at home. Overall, enhancing the experience seemed to be the message driving tabletop product launches in 2015, not just setting the table.

Hydration and thermal beverageware continued to be an important category for retailers. Vendors emphasized bottles

and tumblers that keep drinks colder for longer, especially those incorporating stainless steel vacuum insulation. Reusable water bottles continued to be in demand to help consumers meet their health and wellness goals. Functional attributes such as an infusion element, to allow consumers to flavor their water, or bottles that feature smart designs that help track water intake, were among the top trends.

Moving & Shaking

- Fiskars Corporation acquired the WWRD group from KPS Capital Partners. The company, which owns Iittala, Royal Copenhagen and other brands acquired WWRD's brand portfolio, which consists of Waterford, Wedgwood, Royal Doulton, Royal Albert and Rogaska.

- Industry icon Laurie Gates joined Gibson Overseas as vp/creative, as part of Gibson's acquisition of the namesake company and brand. Gates now holds the leadership position in Gibson's cross-category design objectives.

- Igloo Products acquired Cool Gear from RAF Industries, allowing both brands to benefit from the capital backing of Igloo owner ACON Investments. There were additional hires to Igloo's Katy, TX, plant, while Igloo benefits from Cool Gear's factory partners in Asia.

- Lenox Corporation acquired Reed & Barton. Tim Riddle remains president of Reed & Barton. Reed & Barton continues to design and market a broad

assortment of giftware, including picture frames, children's gifts, crystal and metal serveware, Christmas ornaments and hardwood chests. Additionally, Lenox continues to market under other brands within the Reed & Barton umbrella, including Thomas O'Brien, Lunt, Williamsburg and R+B Everyday.

- EveryWare Global successfully completed its financial restructuring and emerged from Chapter 11. The company noted that it exited the restructuring process with a significantly reduced debt load and strengthened balance sheet.

- Nambé is under the new leadership of Bill Robedee, president and CEO, and Lou Scala, chief marketing officer and evp/sales. The two are focused on expanding product categories and creating gift focused merchandising opportunities for giftable SKUs in wood and metal serveware, as well as gourmet housewares. In addition, Nambé debuted an in-house dinnerware collection, Skye.

- Sambonet Paderno Industrie acquired Ercuis, a French silverware company established in 1867 and majority shareholder of Raynaud, a porcelain manufacturing company.

- Thermos LLC acquired the Alfi brand from The WMF Group. From a retail channel perspective, the Alfi brand expanded Thermos' distribution

continued on page 64

Hershey's Kisses mugs from Fitz and Floyd.



Fitz And Floyd

continued from page 10

Hershey's Kisses, Reese's and Jolly Rancher properties, which included serving and baking pieces, storage canisters, as well as drinkware.

These new collections will be co-branded. "The essence of co-branding is to leverage the goodwill of both brands. Utilizing the Fitz and Floyd name validates the level of quality that consumers can expect when they purchase that Hershey branded product," said Baram.

"We all have some emotional attachment to the Hershey's brand. It's decidedly American and it always has been," said Baram. The all ages Hershey's assortment features some product with a retro look while others have a collegiate feel to meet the needs of the younger demographic.

"One of the benefits of Hershey's is that it's an elastic brand that can be sold to all retailers, and by differentiating the product, we see the [retail channel] opportunities are endless," he said.

The new licensed collection will open up untapped opportunities for Fitz and Floyd with retailers because, he noted, "Hershey will be more in line with their general merchandise. There will also be a seasonal element for Mother's Day, Valentine's Day and Christmas where we feel Hershey's will be relevant."

Fitz and Floyd also distributes Maxwell & Williams in the U.S., which allows the company to offer opening pricepoint whiteware and other housewares kitchen and tableware to big box retailers.

"All of these initiatives are catering to a different retail set, while at the same time allowing us to leverage our design and sourcing capabilities," Baram said. **HWB**



Zak Designs capitalized on the licensing surge driven by Star Wars: The Force Awakens.