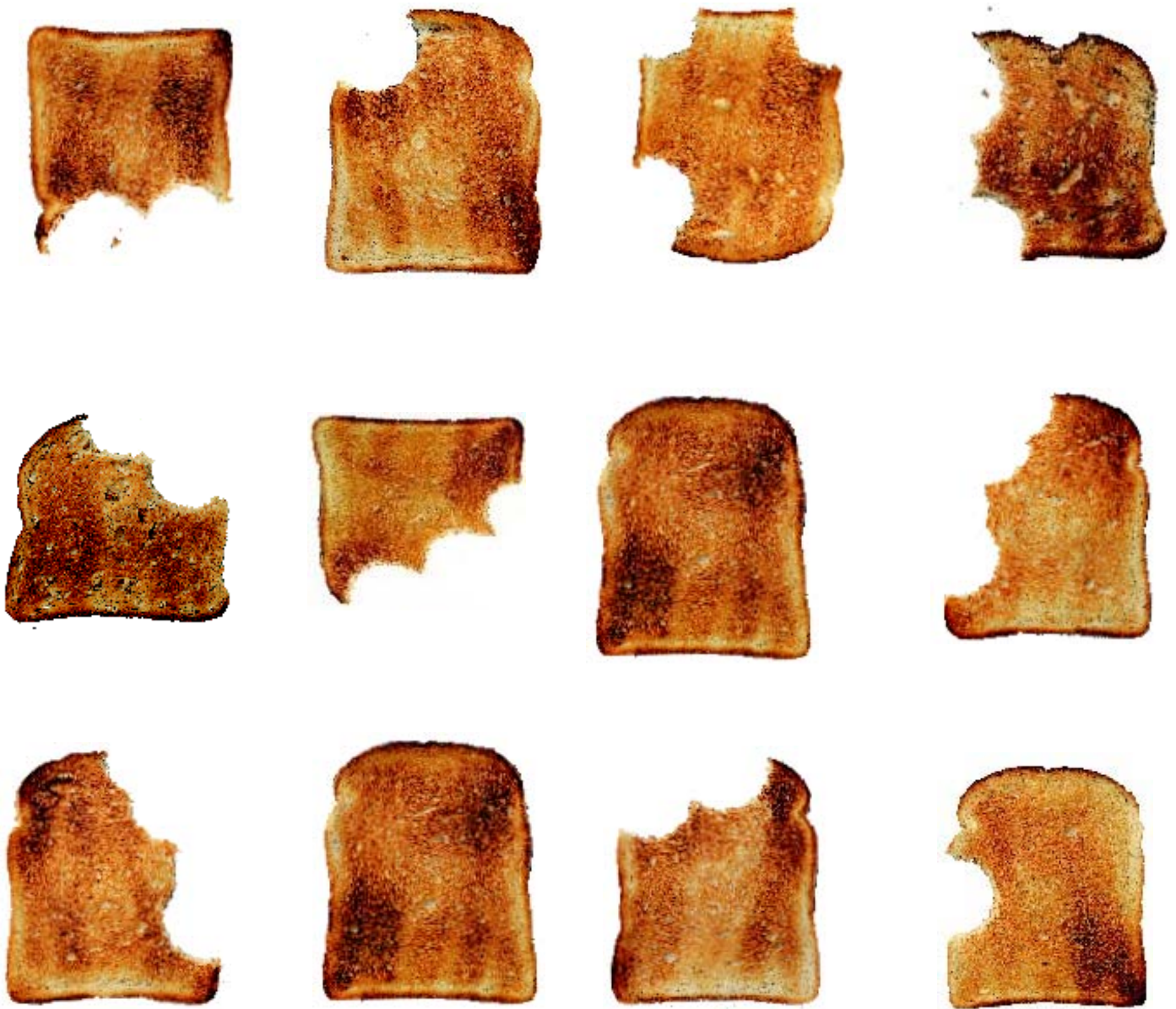




The Press Kit



Dualit toasters can turn out hundreds of crisp, golden slices per hour

Dualit USA

P.O. Box 669307

Marietta, GA USA 30066.0106

t 770.509.3006

f 770.509.8736

dualitusa@smithagy.net



brilliant.....
.....smashing!





a slice of Dualit

For over fifty years, **Dualit** toasters have reflected an attitude that's fundamentally British. **Dualit** toasters can turn out hundreds of crisp, golden slices per hour. They are gleaming, sturdy and tough as old boots and as much a part of British life as toast itself.

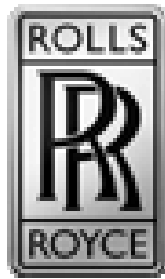
Today **Dualit** toasters are recognized as the best in the world. Part of a range of hard working products, they are designed to a standard that remains unsurpassed.

Manually operated and designed for heavy-duty use, each **Dualit** toaster is a blend of the simple and highly sophisticated.

On the one hand, our toasters retain the stay-warm mechanical ejector they've always had. On the other, our patented ProHeat element uses a radical new heat pattern, encapsulated in a specially developed, high performance material, giving it a unique protective layer.

With extra wide 28mm slots even the most New York of bagels can brown to golden perfection. Clever wire guards only add to the evenness of the browning process. All **Dualit** toasters being equipped with a removable drip tray, clean up has never been easier.

Each toaster is assembled by hand, much as it always was. The assembler's individual mark will be found on the base plate. In an age in which so much becomes obsolete overnight, the **Dualit** toaster is built without compromise.



Thought you could never afford a Rolls Royce?

...Think again...

With the introduction of one of Britain's hottest products **Dualit**....The Rolls Royce of all toasters ever made, has made its way over to the U.S.

....brilliant....smashing!

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America....start your engines!



Dualit U.S.A.

Dualit has announced the appointment of Wesley E. Smith (The Smith Agency, Ltd.) as the exclusive representative for Dualit household products in the United States of America.

“Wesley E. Smith brings Dualit over 25 years of experience in the small appliance arena and a successful track record in developing sales and marketing plans for higher end products. We welcome his energy, enthusiasm and extensive contacts in the industry to position Dualit as a premier brand of luxury small appliances and other related upmarket Housewares items.”

Exclusively launched by a leading national gourmet specialty store, Dualit will be offering its products to a discriminating group of upscale retailers in the USA who will maintain the build on the integrity of the Dualit brand.





Dualit toasters feature:

- stay warm manual lever
- extra wide 28mm slots
- patented ProHeat element
- insulated stainless steel body
- hand assembled
- removable crumb tray
- adjustable rear foot
- optional sandwich cage fits all slots
- stocked in chrome, charcoal & white



DUALIT LIMITED introduced at The Gourmet Products Show the following products which are scheduled for delivery in August 2003:

- **Vario Toasters**: Two Slice, Three Slice and Four Slice in Polished Chrome, Metallic Charcoal and White. The new Vario toasters feature pressure sensitive, spring-loaded slots all of which can accommodate the new sandwich cage (optional accessory) with a built in drip tray. SRP \$280.00-\$380.00
- **Cordless Jug Kettle**: Polished stainless steel jug kettle, 1.5 liter capacity, cord storage in base, rapid boil, 360 degree axis base, east grip heatproof handle, dual level indicators. SRP \$120.00
- **Cordless Coffee Percolator**: Polished stainless steel jug kettle, 1.5 liter capacity, 360 degree axis base, single power lens, non slip handle, cord storage in base, translucent lid know and concealed element. SRP \$120.00
- **Kitchen Scale**: The Dualit Scales spring balance brings elegance to any kitchen. They come with a large easy read dial with 4 Kg/8lbs dual display, tempered glass fascia and an oversize stainless steel measuring bowl. SRP \$110.00
- **Bathroom Scale**: Mechanical bathroom scale features highly accurate readings, latest technology, east to read large round raised dial, sleek and ultra modern design, suitable for use on carpet or hard floor, polished chrome with on slip raised rubber platform. SRP \$180.00
- **Corkscrew/Bottle Stopper Set**: The polished chrome Dualit corkscrew is a combined foil cutter, crown top bottle opener and corkscrew. This ergonomically designed corkscrew is made from solid metal and stands stable within its stand. It is sold as a set with the Dualit bottle stopper. SRP \$60.00

Additional **DUALIT** items targeted for the fourth quarter include:

- **Drip Coffeemaker**
- **One Group Espresso Machine**
- **Combination One Group Espresso/Drip Coffeemaker Machine**
- **Combination One Group Espresso/Burr Grinder Machine**
- **Heavy Duty Professional Chrome Stand Mixer**
- **Heavy Duty Professional Chrome Blender**

For additional information, color images of products or item specifications please contact Irene Chitvanni at The Smith Agency, Ltd. 770.509.3006 phone, 770.509.8736 fax or irene@smithagy.net.