

# & KITCHENWARE NEWS

## Housewares Review

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Successfully  
Canadian

### Brand to US

By Jenna Lane

After two big years in the United States, Toastess has no plans to slow down. The supplier of small electrics counts retailers of almost every size as its customers, but still prides itself on being selective in choosing each one and protecting them.

#### In the beginning

Toastess was a household name in Canada, a respected maker of small electric appliances for the kitchen, when, in 2000, its aging founders opted to close the business rather than undertake the major overhaul that would have brought it into the 21st century.

"The name was like gold," says Bill Booth, today the vice president of sales and marketing for Toastess. An existing Canadian small electrics company bought the Toastess brand for two reasons: to expand in Canada and to branch out to the United States, where it could not do business under its Canadian name.

Füritechnics USA Inc., distributors of professional knives, sharpeners and cooks tools, signed manufacturer representative firm Morgan & Sampson USA for the West and East Coast regions. "We are geared for major growth, and Morgan & Sampson will be instrumental in getting us where we want to be with our retail strategy in the key markets," remarked Jeff Starliper, Furi's new Vice President of Sales and Marketing. Morgan & Sampson will focus on the major retailers like Federated Department Stores, Kohl's, Fortunoff and Williams Sonoma, and the important gourmet segment where Furi has been strong. "We are known for creating exciting retail stories—and Furi has a great one with their Rachael Ray line and the professional chef's range," noted Tom Paalman, President of Morgan & Sampson USA.

