



THE HFN BRAND SURVEY | tabletop | gadgets/cutlery

Tools of the Trade Leave an Impression

By Christine Bockelman

PAMPERED CHEF, THE DIRECT-SALES COMPANY Doris Christopher started in her suburban Chicago basement more than 25 years ago, crushed the competition to top HFN's list of favorite and most recognized gadget brands.

More than 50 percent of all respondents said they were very familiar with Pampered Chef, which was named a favorite by more than 30 percent of respondents. This is the first time Pampered Chef has been included in the HFN brand survey.

Lifetime Brands, which licenses big names such as KitchenAid, Farberware and Cuisinart, snagged the next three spots on the survey. KitchenAid scored best with 18- to 29-year-olds. About 70 percent said they were very familiar with the brand, and 34.1 percent named it a favorite. Cuisinart was split, with more 50- to 64-year-olds, 47.3 percent, saying they are very familiar with the brand than any other age group, but more 18- to 29-year-olds, 22.7 percent, naming it a favorite. By comparison, only 13 percent of 50- to 64-year-olds named the brand a favorite. About 47 percent of 18- to 29-year-olds were very familiar with Farberware, a percentage that gradually increased with respondent age. The brand capped out with 55 percent of 50- to 64-year-olds very familiar with Farberware, and 23.7 percent naming it a favorite.

Lifetime didn't do as well with its Hoffritz brand. Hoffritz is known for its stainless-steel kitchen tools, but more recently the brand has also entered the competitive silicone marketplace, making everything from cookie cutters to muffin cups. Still, even though the brand has products made with new, modern materials, it still ranked rather low overall, with just 1 percent of all respondents naming it a favorite and only 2.7 percent saying they are very familiar with the name.

Brand legacy continues to pay off for Ekco, which has been making kitchen tools for more than 100 years, although it is another brand that did best with the oldest survey respondents, and scored gradually worse as respondents got younger.

On the flip side, OXO scored big with the 18- to 29-year-olds, with 11.4 percent naming the brand a favorite, but the numbers got gradually worse as respondents aged. Only 8.3 percent of 50- to 64-year-olds said the brand was a favorite. OXO also did best with those who had a postgraduate education level. The relatively young company—it was founded in 1990 and according to the company Web site, the average employee age is just 31.8—focuses heavily on design,

resulting in lots of sleek, modern-looking products.

Much-older cutlery company J.A. Henckels, which has been in business for more than 275 years, ranks number nine on HFN's list, scoring best with the 40- to 49-year-old age group. In part, price point might be a factor. The company's products, including its Twin Cuisine line of stainless-steel gadgets, tend to retail near the top of the market in terms of price point. Along with Wusthof, the other top German cutlery company on the list, Henckels ranks high with college graduates and very low with those with less education. Both brands also tend to be used by more serious at-home chefs, and are sold in department stores and specialty stores. ■

TOP GADGETS & CUTLERY BRANDS

	BRAND	BRAND OWNER
1	Pampered Chef	Pampered Chef
2	KitchenAid	Whirlpool
3	Farberware	Farberware Inc.
4	Cuisinart	Conair
5	Ekco	WKI Holding
6	Martha Stewart	Martha Stewart Living Omnimedia
7	Chicago Cutlery	WKI Holding
8	OXO	Helen of Troy
9	J.A. Henckels	J.A. Henckels
10	Mr. Food	Ginsburg Enterprises
11	Good Cook	Bradshaw International
12	Progressive	Progressive International
13	Wusthof	Wusthof
14	Hoffritz	International Cutlery
15	Copco	Wilton Products
16	Orka	Mastrad
17	Bodum	Bodum
18	Global	Yoshikin
19	Chef'n	Chef'n Corp.
20	Bradshaw International	Bradshaw International