

# Schedule at a Glance

## 2015 International Home + Housewares Show

The premier global marketplace

All events are free - sponsored by the International Housewares Association - unless otherwise noted.

### All Four Days

#### **Saturday-Tuesday, March 7-10**

**Saturday:** 10:00 a.m. – 5:30 p.m.; **Sunday & Monday:** 8:30 a.m. – 5:30 p.m.;

**Tuesday:** 8:30 a.m. – 3:00 p.m.

All events take place during the times above unless noted otherwise. The exhibits in the Hall of Global Innovation open at 10 a.m. on Saturday and 7:30 a.m. Sunday-Tuesday.

#### **Cooking Theater**

A popular gathering point for buyers, sellers and media, the Cooking Theater features continuous, big-stage food preparation/cooking presentations from a who's who of celebrity chefs. Those appearing include: Rick Bayless, Paula Deen, Ree Drummond, Patty & Tom Erd, Beth Le Manach, Aaron Sanchez, Anupy Singla, Ming Tsai, Buddy Valastro and Fabio Viviani. *South Building, Booth S2482.*

#### **Discover Design**

Located in the Dine + Design Expo, this category highlights inspired product design from around the globe. See award-worthy product in the Discover Design Gallery. *South Building, Booth S3283.*

#### **Global Design Points**

With several hundred suppliers from outside the U.S. exhibiting in the 2015 Show, you can experience well-designed products from around the world. These global suppliers will be located in categories throughout the Show, including companies from Brazil, Colombia, Hong Kong, Italy, Japan, Thailand and Turkey. *Grand Concourse Lobby.*

#### **Innovation Theater**

From idea to invention, concept to launch -- learn about what's ahead from top trend forecasters, innovation specialists and researchers. Industry insiders share the latest thinking and their expertise in social technologies, retail design, branding, future products and global consumer lifestyle trends. *Lakeside Center, Level 3, Room E350*

#### **Inventors Corner**

Every great product starts with an idea from a creative mind. See those minds in action at this pavilion featuring recent product creations and their inventors, who have some amazing stories to tell. Buyers could find their next best seller right here. Hosted by IHA; Sponsored by Invention Home, *Inventors Digest* and Women Inventor. *North Building, Exhibit Floor, Booth N7358.*

#### **Inventors Revue**

Watch as inventors pitch their ideas to industry expert review panels for feedback and advice. Or listen to informative sessions covering a broad range of product development and marketing topics, including trends, brand licensing and promotion, patent protection, trademark basics, packaging, direct response marketing and raising capital. *North Building, Exhibit Floor, Booth N7366*

#### **New Product Showcase**

A must-see for all Show buyers, these displays in each Expo feature hundreds of new, high-demand products before they hit the marketplace. An invaluable look at what's new and hot. Located inside the Buyer's Club of each building. *Credentialed news media are welcome.*

### HALL OF GLOBAL INNOVATION--Lakeside Center, Level 3 Lobby

**IHA Innovation Awards** Exhibitors' latest creations and cutting-edge innovations receive award recognition. Finalists are spotlighted in the New Product Showcases in the Buyer's Clubs in each building. This display features the best in each of 13 product categories. Winners will be announced at 4:30 p.m. Saturday, March 7 in Room E350.

#### **gia Showcase**

The Global Innovation Award (GIA) showcases 25 global housewares retailers from 24 different countries who will be recognized for excellence in their trade. Visitors can benefit from the merchandising savvy of this select group and see visuals of their award-winning efforts.

#### **Going Green**

Consumers want to go green, and so do retailers and housewares marketers. See the latest sustainable products and packaging from Show exhibitors. A green retailer and experts in sustainable supply chain

alternatives – recycled materials, packaging, promotion and audits--host the display and will be glad to discuss your green questions to help you inform your readers.

**Pantone ColorWatch** Pantone forecasts the colors for exciting home goods assortments in 2016. Show exhibitors' offerings illustrate Pantone's nine palettes in a display featuring consumer-inspiring hues. Visit with Pantone staff to guide your color choices for future products.

**Student Design Competition** In 2015, the influential competition celebrates its 22<sup>nd</sup> anniversary. Meet top design students from across North America who spend months developing a prototype product for real-world use. The winners are on-site through the Show to describe their products and how they developed them from beginning to end. They are the future of the housewares design industry.

## **Saturday, March 7**

8:30 a.m. – 5:30 p.m.	<b>News Center open</b> – <i>S401, Level 4, South Building</i>
8:30 – 10:00 a.m.	<b>New Exhibitor Preview.</b> Buyers and news media can start their Show early with a visit to the New Exhibitor Preview before the show opens. Take advantage of this opportunity to see new products from 60 first-time exhibitors. <i>South Building, Room S100</i>
10:00 – 5:30 p.m.	<b>Show exhibit floors open.</b>
10:15 – 10:45 a.m.	<b>“How to Get the Buyer to ‘Maybe’: Successful Selling Techniques,”</b> Catherine Del Spina, The Marketing Optometrist. Inventors Revue, <i>North Building, Booth N7366.</i>
10:30 – 11:15 a.m.	Matt Abdoo, Cooking Theater. <i>South Building, Booth 2483.</i>
10:45 – 11:30 a.m.	<b>“I Just Started a Housewares Company,”</b> Mike Mohn, Linden Sweden. Inventors Revue, <i>North Building, Booth N7366.</i>
11:00 a.m. – Noon	<b>Going Green: Ask an Expert.</b> Kerstin Strom, IDSA, IDSA Ecodesign Chair. Hall of Global Innovation, <i>Lakeside Center, Level 3 Lobby.</i>
11:00 a.m. – Noon	<b>Going Green: Ask an Expert.</b> Mindy Agnew, Bisosphere Technology. Hall of Global Innovation, <i>Lakeside Center, Level 3 Lobby.</i>
11:30 a.m. – 12:20 p.m.	<b>“Homewares: Trends and Opportunities Around the World - 2014 and Beyond,”</b> Cruz Del Barrio, Euromonitor International. Innovation Theater, <i>Lakeside Center, Level 3, Room E350</i>
11:30 a.m. – 12:15 p.m.	Ming Tsai, Cooking Theater, <i>South Building, Booth S2482.</i>
Noon – 1:00 p.m.	<b>Going Green: Ask an Expert.</b> Catherine DelSpina, Marketing Optometrist. Hall of Global Innovation, <i>Lakeside Center, Level 3 Lobby.</i>
11:30 a.m. – 12:15 p.m.	<b>“Website Development,”</b> Bill Pohlman, AP Ltd. Inventors Revue, <i>North Building, Booth N7366.</i>
12:15 – 1:00 p.m.	<b>“Licensing 101: Understanding the Basics of Brand Licensing,”</b> Jessica Blue, UBM Advanstar; James Slifer, The Joester Loria Group. Inventors Revue, <i>North Building, Booth N7366.</i>
12:30 – 1:15 p.m.	Rick Bayless, Cooking Theater, <i>South Building, Booth S2482.</i>
12:30 – 1:20 p.m.	<b>“Growing U.S. Manufacturing by Design,”</b> Pam Daniels, DesignHouse, Inc. Innovation Theater, <i>Lakeside Center, Level 3, Room E350.</i>
1:00 – 1:45 p.m.	<b>“Retail Product Demonstration: Building Brand Awareness &amp; Growing Sales,”</b> Dan Wolan, Productions Plus – The Talent Shop. Inventors Revue, <i>North Building, N7366.</i>
1:30 – 2:15 p.m.	Buddy Valastro, Cooking Theater. <i>South Building, Booth 2483.</i>
1:30 – 2:20 p.m.	<b>“Reengaging the Consumer,”</b> Debra Mednick, The NPD Group, Inc. Innovation Theater, <i>Lakeside Center, Level 3, Room E350</i>

- 1:45 – 2:30 p.m. **“How to Gain Market Access Through Certifying Your Products,”** Ashlee Breitner, NSF International. Inventors Revue, *North Building, Booth N7366.*
- 2:30 – 4:30 p.m. **Expert Panel - Pitch to the Pros.** Wendi Cooper, C Spot Run, moderator; Matt Canwell, Lakeland; Scarlett Kelly, All Star; Jim Norris, London Drug; Erin Rucci, QVC; Joel Shattuck, Solutions. Inventors Revue, *North Building, Booth N7366.*
- 2:30 – 3:15 p.m. Ree Drummond, Cooking Theater, *South Building, Booth S2482.*
- 2:30 – 3:20 p.m. **“Make It a BRAND New Day: Mastering the Three Rules of Branding,”** Adrienne Weiss, Adrienne Weiss Corporation. Innovation Theater, *Lakeside Center, Level 3, Room E350.*
- 3:30 – 4:15 p.m. Michelle Bernstein, Cooking Theater, *South Building, Booth S2482.*
- 4:30 – 5:00 p.m. **IHA Innovation Awards Announcement.** Reception immediately following at the Innovation Awards display in the Hall of Global Innovation. The IHA Innovation Awards recognizes exhibitors’ latest creations and cutting-edge innovations. Innovation Theater, *Lakeside Center, Level 3, Room E350*
- 4:30 – 5:00 p.m. **“Marketing to Mail Order Catalogs,”** Connie Galli, TSB Sales. Inventors Revue, *North Building, Booth N7366.*
- 4:30 – 5:15 p.m. Pat Lafrieda, Cooking Theater. *South Building, Booth S2482.*
- 5:00 – 5:30 p.m. **“How Do You Know If Your Product is Retail Ready?”** Dhana Cohen, Inventor Network. Inventors Revue, *North Building, Booth N7366.*
- 5:30 – 6:30 p.m. **Discover Design Retailer/ Media Reception.** For news media and buyer attendees only. Meet the designers and company representatives from some of the most innovative names in housewares today while you surround yourself in high-design. Cocktails and hors d’oeuvres served. RSVP to Debbie Teschke at dteschke@housewares.org. Discover Design Gallery, *South Building, Booth S3283.*

## **Sunday, March 8**

- 8:00 a.m. – 5:30 p.m. **News Center open – S401, Level 4, South Building**
- 8:30 a.m. – 5:30 p.m. **Show exhibit floors open.**
- 8:45 – 9:15 a.m. **“Provisional Patent Steps,”** Cathie Kirk, USPTO. Inventors Revue, *North Building, Booth N7366.*
- 9:00 – 9:30 a.m. **“Leveraging America,”** Wendi Cooper, C Spot Run Productions. Inventors Revue, *North Building, Booth N7366.*
- 9:30 – 10:20 a.m. **“The Maker Movement: The Next Industrial Revolution?”** Joanne Domeniconi, *The Grommet*, moderator; Kate Drane, Indiegogo; Lisa Fetterman, Nomiku; Abigail Kiefer, Red Clay. Innovation Theater, *Lakeside Center, Level 3, Room E350.*
- 9:30 – 11:30 a.m. **Expert Panel - Pitch to the Pros.** Howard Lim, HOW Creative, moderator; Meredith Doherty, The Grommet; Stephen Farrell, Hammacher Schlemmer; John Fischer, Skymall; Louise Sellwell, Hot Plate Productions; Wayne Janovsky, Ace Hardware. Inventors Revue, *North Building, Booth N7366.*
- 10:00 – 10:45 p.m. Lorena Garcia, Cooking Theater. *South Building, S2482.*
- 10:00 – 11:00 a.m. **Going Green: Ask an Expert.** Pratik Ichhaporia, Intertek. Hall of Global Innovation, *Lakeside Center, Level 3 Lobby.*
- 10:30 – 11:20 a.m. **“The American Living Survey™: Wave 5 – Blueprint for a Consumer-Centric Product Development Strategy,”** Richard Babick and Janine Michalek, Design Research. Innovation Theater, *Lakeside Center, Level 3, Room E350.*
- 11:00 a.m. – Noon **Going Green: Ask an Expert.** Catherine DelSpina, Marketing Optometrist. Hall of Global Innovation, *Lakeside Center, Level 3 Lobby.*

11:00 a.m. – Noon	<b>Going Green: Ask an Expert.</b> Kate Drane, IndieGoGo. Hall of Global Innovation, <i>Lakeside Center, Level 3 Lobby</i> .
11:00 a.m. – 12:15 p.m.	Paula Deen, Cooking Theater, <i>South Building, Booth S2482</i> .
11:30 a.m. – 12:15 p.m.	<b>“How to Scare Your Patent Attorney,”</b> Jeff Holman, Wilson, Ham & Holman. Inventors Revue, <i>North Building, Booth N7366</i> .
11:30 a.m. – 12:20 p.m.	<b>“Ree’s Reach: An Informative Conversation with Ree Drummond, The Pioneer Woman,”</b> Katy Lynch, Manifest Digital; Ree Drummond, The Pioneer Woman. Innovation Theater, <i>Lakeside Center, Level 3, Room E350</i> .
Noon – 12:45 p.m.	Duff Goldman, Cooking Theater. <i>South Building, Booth S2482</i> .
Noon – 1:00 p.m.	<b>“How Housewares and Giftware Are Coming Together...And Loving It.”</b> As the retailer and supplier communities search for new and differentiated ways to inspire their audiences, one trend continues to surge: Giftware has invaded realms that used to be exclusively housewares and vice versa. Hear experts and practitioners who are on the front lines of this trend share their thoughts on how to capitalize on this movement. Moderated by Warren Shoulberg, editorial director, <i>Gifts &amp; Decorative Accessories</i> , and featuring a panel of suppliers and specialty retailers. <i>South Building, Level 1, Room S100/Grand Ballroom</i> .
Noon – 2:00 p.m.	<b>Going Green: Ask an Expert.</b> Cortney Adams, Green Home Experts. Hall of Global Innovation, <i>Lakeside Center, Level 3 Lobby</i> .
12:15 – 1:00 p.m.	<b>“How to Brand,”</b> Howard Lim, HOW Creative. Inventors Revue, <i>North Building, Booth N7366</i> .
12:30 – 1:20 p.m.	<b>“The IoT at Home: Creating a Compelling Ecosystem for the Internet of Things,”</b> Keith Barry, Reviewed.com, moderator; Mike Fretwell, Jarden Consumer Solutions; Peter Taylor, Belkin/WeMo; Ian Swanson, ConnectHQ; Matt McGovren, Wink. Innovation Theater, <i>Lakeside Center, Level 3, Room E350</i>
1:00 – 1:45 p.m.	Chris Cosentino, Cooking Theater. <i>South Building, S2482</i> .
1:00 – 2:15 p.m.	Kevin Harrington, Original Shark on <i>Shark Tank</i> and As Seen On TV Pioneer. Inventors Revue, <i>North Building, Booth N7366</i> .
1:30 – 2:20 p.m.	<b>“Looks Matter: Strategic IP Considerations for Product and Packaging Design,”</b> Christopher V. Carani, Esq., McAndrews Held & Malloy, Ltd. Innovation Theater, <i>Lakeside Center, Level 3, Room E350</i> .
2:00 – 2:45 p.m.	Fabio Viviani, Cooking Theater, <i>South Building, Booth S2482</i> .
2:00 – 3:00 p.m.	<b>Going Green: Ask an Expert.</b> Pratik Ichhaporia, Intertek. Hall of Global Innovation, <i>Lakeside Center, Level 3 Lobby</i> .
2:30 – 3:20 p.m.	<b>“From Department Store to Multi-Specialty Retailer – Transformation of Falabella’s South America Home Business,”</b> Jens Bauerle and Mary Rose Gearon, Global Brand Vision. Innovation Theater, <i>Lakeside Center, Level 3, Room E350</i> .
2:30 – 4:30 p.m.	<b>Expert Panel - Pitch to the Pros.</b> Nan Pritchard, Exposures, moderator; Christine Dunn, QVC; Allyson Holt, HSN; Rene Kussman, Silver Star Brands; Adam Marland, HSN; Pamela Plancher, Harold Imports; David Ross, LiveLink TV; Joel Shattuck, Solutions. Inventors Revue, <i>North Building, Booth N7366</i> .
3:00 – 3:45 p.m.	Kelly Senyei, Cooking Theater, <i>South Building, Booth S2482</i> .
3:30 – 4:20 p.m.	<b>“Beat the Odds: How to Win the New Product Game,”</b> A.J. Riedel, Riedel Marketing Group. <i>Innovation Theater, Lakeside Center, Level 3, Room E350</i> .
4:00 – 4:45 p.m.	Alex Pilas, Cooking Theater, <i>South Building, Booth S2482</i> .
4:30 – 5:30 p.m.	<b>“Mistakes and Miracles of Marketing,”</b> Jan Boydstun, Kitchen Kitchen. Inventors Revue, <i>North Building, Booth N7366</i> .

## **Monday, March 9**

7:30 a.m. – 8:30 a.m.	<b>“Survive &amp; Thrive: Top Trends for 2015.”</b> Today’s retail environment is complex and often overwhelming. Ever-changing influences, technologies and expectations threaten success in an extremely competitive market. Join Tom Mirabile, IHA’s trend forecaster and senior vice president, Global Trend & Design, Lifetime Brands, as he leads an exploration of consumers and trends guaranteed to give a deeper understanding of what your customers want and how you can provide it. Uncover the latest lifestyle trends, selling solutions, and unexpected insights on what matters in modern retail. <i>South Building, Level 1, Room S100/Grand Ballroom.</i>
8:00 a.m. – 5:30 p.m.	<b>News Center open</b> – N228, Level 2, North Building
8:30 a.m. – 5:30 p.m.	<b>Show exhibit floors open.</b>
8:45 – 9:15 a.m.	<b>“Trademark Basics,”</b> Elizabeth Dougherty, USPTO. Inventors Revue, <i>North Building, Booth N7366.</i>
9:00 – 9:30 a.m.	<b>“Don’t Be Afraid of the Competition,”</b> Wendi Cooper, C Spot Run Productions. Inventors Revue, <i>North Building, Booth N7366.</i>
9:30 - 10:20 a.m.	<b>“The New Personality of Home and Retail,”</b> Susan Yashinsky, Sphere Trending. Innovation Theater, <i>Lakeside Center, Level 3, Room E350.</i>
9:30 – 11:30 a.m.	<b>Expert Panel - Pitch to the Pros.</b> Nan Pritchard, Exposures; moderator; Christina De La Espriella, Otavi S.A.S. (Cachivaches Stores); John Fischer, Skymall; John Hurley, All Star Products; David Ross, LiveLink TV; Heidi Slocumb, Evriholder Products; Katie Van Gompel, Silver Star Brands. Inventors Revue, <i>North Building, Booth N7366.</i>
10:00 – 10:45 a.m.	Stephanie Izard, Cooking Theater. <i>South Building, S2482.</i>
10:00 a.m. – Noon	<b>Going Green: Ask an Expert.</b> Tom Bruursema, NSF International. Hall of Global Innovation, <i>Lakeside Center, Level 3 Lobby.</i>
10:30 – 11:20 a.m.	<b>“The New American Family: Marriage Optional,”</b> Marsha Everton, Whitney Ryan and Robin Albing, The AIMsights Group. Innovation Theater, <i>Lakeside Center, Level 3, Room E350.</i>
11:00 – 11:45 a.m.	Patty and Tom Erd, Cooking Theater, <i>South Building, Booth S2482.</i>
11:30 a.m. – 12:20 p.m.	<b>“Improve Your Marketing ROI: Measure What Matters with the Latest Marketing Measurement Tools”</b> Kent Panther, Wray Ward. Innovation Theater, <i>Lakeside Center, Level 3, Room E350.</i>
11:45 a.m. – 12:15 p.m.	<b>“Licensing Versus Going Alone,”</b> Warren Tuttle, Monashee Marketing. Inventors Revue, <i>North Building, Booth N7366.</i>
Noon – 12:45 p.m.	Aarón Sánchez, Cooking Theater, <i>South Building, S2482.</i>
Noon – 1:00 p.m.	<b>“Future Color/Design Trends: Innovation and Impact,”</b> In today’s highly competitive and challenging marketplace, would-be consumers and/or clients are constantly wooed by evocative, imaginative and innovative uses of color and design that embrace not only traditional media such as print and TV commercials, but also a broad gamut of digital devices. Whether selling your services or your products in this highly visual marketplace, it’s vitally important to stay on top of the leading forecasts by better understanding what is driving the most relevant trends that will impact your business. Join Leatrice (Lee) Eiseman, color/design consultant and forecaster extraordinaire, author of nine books on color and Executive Director of the Pantone Color Institute, as she shares her insights on what is happening with future color. <i>South Building, Room S100/Grand Ballroom.</i>
Noon – 1:00 p.m.	<b>Going Green: Ask an Expert.</b> Maria Onesto Moran, Green Home Experts. Hall of Global Innovation, <i>Lakeside Center, Level 3 Lobby.</i>
Noon – 1:00 p.m.	<b>Going Green: Ask an Expert.</b> Mindy Agnew, Biosphere Technology. Hall of Global Innovation, <i>Lakeside Center, Level 3 Lobby.</i>

12:15 – 1:00 p.m.	<b>“Packaging: Form &amp; Function,”</b> Robert Allen, Endeavor2Design. Inventors Revue, <i>North Building, Booth N7366.</i>
12:30 – 1:20 p.m.	<b>“International IP Protection 101,”</b> H. David Starr, Nath, Goldberg & Meyer. Innovation Theater, <i>Lakeside Center, Level 3, Room E350.</i>
1:00 – 1:45 p.m.	Bernard Guillas, Cooking Theater. <i>South Building, S2482.</i>
1:00 – 2:00 p.m.	<b>Going Green: Ask an Expert.</b> Catherine DelSpina, Marketing Optometrist. Hall of Global Innovation, <i>Lakeside Center, Level 3 Lobby.</i>
1:00 – 2:15 p.m.	<b>“Trends for 2015,”</b> Tom Mirabile, Lifetime Brands. Inventors Revue, <i>North Building, Booth N7366.</i>
1:30 – 2:20 p.m.	<b>“How to Transform Your Business into a World Class Brand,”</b> Howard Lim, HOW Creative. Innovation Theater, <i>Lakeside Center, Level 3, Room E350.</i>
2:00 – 2:45 p.m.	Mindy Segal, Cooking Theater, <i>South Building, S2482.</i>
2:15 – 3:00 p.m.	<b>“Engaging the Consumer through Social Media,”</b> Katy Lynch, Manifest Digital. Inventors Revue, <i>North Building, Booth N7366.</i>
2:30 – 3:20 p.m.	<b>“What Makes a Prize-Winning Retail Store?”</b> Martin M. Pegler and <i>gia</i> judges: Wolfgang Gruschwitz, Scott Kohno and Henrik Reisby. Innovation Theater, <i>Lakeside Center, Level 3, Room E350.</i>
3:00 – 3:30 p.m.	<b>“3D Printing: Prototype to Production,”</b> Jim DeAlba, Stratasys. Inventors Revue, <i>North Building, Booth N7366.</i>
3:00 – 3:45 p.m.	Anupy Singla, Cooking Theater, <i>South Building, Booth S2482.</i>
3:00 – 4:00 p.m.	<b>Going Green: Ask an Expert.</b> Rich Cohen, Distant Village Packaging. Hall of Global Innovation, <i>Lakeside Center, Level 3 Lobby.</i>
3:30 – 4:20 p.m.	<b>“Designer + Makers: Lessons from the Field,”</b> Lisa Yanz Lehman, Pensa; Sarah Holt, Material ConneXion; Mark Dziersk, Lunar; Craighton Berman, Manual; Michael Elwell, University of Notre Dame. Innovation Theater, <i>Lakeside Center, Level 3, Room E350.</i>
3:30 – 5:30 p.m.	<b>Expert Panel - Pitch to the Pros.</b> Wendi Cooper, C Spot Run, moderator; Mark Callahan, QVC; Christine Dunn, QVC; Stephen Farrell, Hammacher Schlemmer; Kate McLeod, The Grommet; Pamela Plancher, Harold Imports. Inventors Revue, <i>North Building, Booth N7366.</i>
4:00 – 4:45 p.m.	Tony Abou-Ganim, Cooking Theater, <i>South Building, Booth S2482.</i>
5:30 – 7:30 p.m.	<b>“Monday Night Reception: Cool, Smooth Jazz.”</b> All U.S. and international buyers and news media are invited to end their day by unwinding to some cool, smooth jazz at the Monday Night Reception. Following a day at the 2015 International Home + Housewares Show, guests are welcomed to enjoy cocktails and hors d’oeuvres while listening to the sounds of live jazz music, a Chicago favorite. <i>South Building, Level 4, Room S406a/Vista Ballroom.</i>
6:00 p.m.	<b>Housewares Charity Foundation and Gala Evening.</b> The non-profit HCF hosts this event to raise funds for critical causes, unite the Housewares industry and honor its leaders. Honored this year: Richard Baker, governor and executive chairman, Hudson’s Bay Company, and Brian Kelley, president and CEO, Keurig Green Mountain, Inc. Baker and Kelley will receive the Humanitarian of the Year awards. Ten Chicago-area James Beard chefs will host the tasting stations and the three-course dinner will be created by Tony Manutano of Spiaggia. In addition to the Breast Cancer Research Foundation, a portion of the proceeds will go to Save the Children. <i>Navy Pier. TICKET REQUIRED.</i>

## **Tuesday, March 10**

7:15 – 8:30 a.m.	<b>Industry Breakfast.</b> IHA annual meeting and guest speaker, Mitt Romney, former governor of Massachusetts and 2012 Republican presidential nominee. <i>South Building, Room S100/Grand Ballroom</i> <b>TICKET NEEDED.</b> Contact Debbie Teschke at dteschke@housewares.org
8:00 a.m. – 3:30 p.m.	<b>News Center open.</b>

8:30 a.m. – 3 p.m.	<b>Show exhibit floors open.</b>
8:30 – 9:45 a.m.	<b>“Building Real Relationships: Establishing &amp; Promoting Your Brand,”</b> Albany Irvin, QVC. Inventors Revue, <i>North Building, Booth N7366.</i>
9:30 – 10:15 a.m.	Bobby Parrish, Cooking Theater. <i>South Building, S2482.</i>
9:30 – 10:20 a.m.	<b>“A Sticky Situation? Whitford Helps Clear Up Misinformation about Nonstick Coatings,”</b> Mike Haley and Tom Hmiel, Whitford Corporation. Innovation Theater, <i>Lakeside Center, Level 3, Room E350.</i>
9:45 – 10:00 a.m.	<b>IHA Top Inventor Awards Presentation.</b> Inventors Revue, <i>North Building, Booth N7366.</i>
10:00 – 10:45 a.m.	<b>“How to Market Your Product on TV via Direct Response,”</b> Kristy Pinand, Concepts TV Productions. Inventors Revue, <i>North Building, Booth N7366.</i>
10:30 – 11:20 a.m.	<b>“Shine the Light on Your Brand: Retail Design,”</b> Jasmin McManamy and Mobolaji Akintunde, Jasmin Reese Interiors. Innovation Theater, <i>Lakeside Center, Level 3, Room E350.</i>
10:30 – 11:15 a.m.	Beth Le Manach, Cooking Theater, <i>South Building, Booth S2482.</i>
10:45 – 11:15 a.m.	<b>“Selling, Financing &amp; Raising Capital,”</b> Bruce Lubin, The PrivateBank. Inventors Revue, <i>North Building, Booth N7366.</i>
11:15 a.m. – 12:15 p.m.	<b>“Disruption in the International/Domestic Supply Chain Environment,”</b> Kevin McNamara, WM Repack. Inventors Revue, <i>North Building, Booth N7366.</i>
11:30 a.m. – 12:20 p.m.	<b>“Be Humiin: Multi-Sensory Interactions of People, Products and Environments in a Connected World,”</b> Chuck Pelly, Intersection-Inc. <i>Lakeside Center, Level 3, Room E350.</i>
Noon – 1:00 p.m.	<b>“An Update on Consumer Color Preferences: Have They Changed?”</b> Does anyone in business today doubt the impact of power and color in the marketplace? But are you aware of the latest in consumer response and reaction to color? Join us for a “color tutorial” with Leatrice (Lee) Eiseman, color consultant, author, color forecaster, executive director of the Pantone Color Institute and IHA’s go-to expert on the subject, as she explores and explains the latest thinking on the major color families and how they are currently perceived by customers. <i>South Building, Room S100/Grand Ballroom.</i>
12:15 – 3:00 p.m.	<b>Expert Panel - Ask the Experts.</b> Dhana Cohen, Inventorz Network; Wendi Cooper, C Spot Run Productions; Amy Frey, Invention Home; John Hurley, All Star Products; Howard Lim, HOW Creative. Inventors Revue, <i>North Building, Booth N7366.</i>
3:00 p.m.	<b>Close of Show.</b>

## **FOR IMMEDIATE RELEASE**

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### **SMART HOMES, HEALTHY LIVING HIGHLIGHT HOUSEWARES TRENDS IN 2015**

ROSEMONT, USA (January 2015) - Consumers, intrigued by the idea of saving time and money without sacrificing convenience, are becoming more interested in home automation and smart home appliances. Healthy living, healthy eating and simplicity are other top trends forecast for 2015.

New products highlighting this increased focus on smart housewares will be introduced at the 2015 International Home + Housewares Show, March 7-10 at McCormick Place in Chicago.

Home automation products have piqued consumer's interest in smart products that can integrate devices together to centralize, communicate and control multiple appliances within the home. Transparency Market Research, a global market intelligence company, valued the global home automation market at \$4.41 billion in 2013 with the expectation it will account for \$21.67 billion in 2020.

But while this technology has created a buzz within the industry, the majority of consumers may not be ready for a home that looks like an episode of the Jetsons. Many are concerned about the synergy, or lack thereof, of multiple smart appliances that may not be able to work on the same platform. Yet, in the past few years, consumer interest has increased in products like robotic vacuums that utilize smart technology or products that can be monitored or controlled by smart phones, tablets or computers.

"The world of synced devices, including wearable technology and smart home appliances, will mainstream as trusted retailers and manufacturers satisfy consumer appetite for collecting data and controlling devices. Smart devices – from watches to ceiling fans – appeal to consumers because they save time and money but also promise convenience and control," according to Consumer Goods Technology, which discussed trends identified by Mintel, a leading global supplier of consumer, product and media intelligence.

"Mintel's research finds that interest is high since 59 percent of U.S. consumers would consider using an app or website to control their home," Consumer Goods Technology said. "Yet, savvy consumers are



recognizing that there should be synergy between these smart services. Four in 10 U.S. consumers would like to buy technology products that easily connect to products they already have.”

### **Focus on Healthy Living**

The broad umbrella of healthy living, which includes healthy eating, healthy homes and healthy cleaning, will also be popular in 2015. These categories include smart products that make healthy eating easier, like juicers which save time and ensure healthy choices, or kitchen electrics that appeal to consumers who need to prepare gluten-free or vegan foods.

“Smart companies are answering the call with smart products that make healthy living easier,” said Mark Dziersk, managing director of Chicago-based industrial design agency Lunar. “From juicing machines to smoothie makers to machines that work with prepackaged recipes, anything that helps save time and ensures healthy choices is a big hit right now.”

Products that align with this trend include kitchen tools and gadgets that combine style, design and functionality and help consumers prepare fruits and vegetables. Other items include spice storage systems that keep spices fresh longer and airtight storage containers that preserve the freshness of healthy dips or guacamole. Eight in 10 adults made some effort to eat healthier last year, and one-third (34%) made a lot of effort – behavior patterns that are unchanged over the past six years, according to Institute of Food Technologists, a Chicago-based organization for the advancement of food science and technology.

“Hearty, healthy and wholesome meals are important to consumers and they want to be able to prepare them at any time of day. Products like waffle makers and sandwich makers simplify this task,” according to The NPD Group, a Port Washington, NY-based leading global information company. “Consumers are getting involved in more scratch cooking and baking. Stand mixers, especially with the versatility of optional attachments, and meat mincers/grinders are examples of appliances that address American’s desire to take more control of what is prepared and consumed in the home.”

Some consumers may be increasing their use of spices in an effort to eat healthier. Food Channel, in conjunction with insights company CultureWave, identified “Spice Alchemy” as one of 2015’s Top Ten Food Trends. “People are experimenting with spices – becoming mixologists with spices, in a way,” the group said. “The spice craze is also attributable to concerns over sodium intake, with the thinking that spices can replace the need for salt to some extent.”

But this trend isn't limited to just healthy eating. Consumers are very interested in ensuring every aspect of their home is healthy and safe for their families. Products such as cleaning supplies that provide a natural, safe alternative to harsh chemicals, environmentally friendly vacuums or recyclable laundry care products, are examples of this broader trend.

### **Staying Local**

Healthy eating for many consumers means knowing where their food is coming from. The trend toward purchasing locally grown produce, grains, meats and seafood is on the rise.

Kara Nielsen, culinary director of Colorado-based Sterling Rice Group, predicted interest in local foods will deepen. "Savvy stores will allow shoppers to mill local whole grains on-site," she said.

"Regional grain economies are growing with farmers raising small scale alternative grain varieties and selling them to local bakers, brewers, chefs and consumers, who are in turn using mills to grind fresh flour for bread, pizza and pastries," Nielsen said. "With more farmers' markets selling locally grown grains, expect a bigger demand for countertop mills, grain-milling appliances, and products made from fresh-milled flour in 2015."

Even restaurants have begun incorporating and advertising their use of locally grown foods. "Restaurants are also 'showrooming' fresh, making it clear that they frequent the local farmers market and being very transparent about the backend of the restaurant," according to Food Channel's Top 10 Food Trends. "The farmers market has become a hub where people interested in food meet up and compare notes, and the local grocery stores and restaurants are catching on quickly they need to offer something similar."

The National Restaurant Association also predicts the "local sourcing trend" to continue at "full speed" in 2015. "Beyond restaurant gardens, hyper-local is extending more fully into house-made, farm-branded and artisan items. From ice cream to cheese, pickles to bacon, lemonade to beer, restaurants are producing their own signature menu items from scratch," the association added.

### **Simply Done**

But consumers don't just want healthier foods; they want products that offer simplicity and convenience. Many consumers, encouraged by the convenience, versatility and comfort food delivered by slow cookers and rice cookers, have developed a "set and forget" mentality, according to NPD.

"Consumers are seeking products that bring simplicity, convenience, efficiency and even inspiration into their homes," NPD reported. "Social media has played a key role in bringing the 'old' slow cooker back to life

through inspired new application. Gluten-free and multi-cultural cooking influences are having a positive effect on the popularity of rice cookers.”

Dziersk also noted “multipurpose, multifunction designs that save space, money and time are meeting our changing expectations as we continue to attempt to simplify a life overwhelmed with details. Things that work and fit in tighter footprints are hot. As cities become more populated and urban living trends continue to escalate, new ways to save space in the kitchen and pantry are huge.”

In 2015, consumers’ relationships with their kitchens will continue to evolve as younger consumers look for more involvement in their food preparation, multi-cultural influences grow, and “fresh” foods and meals become must-haves, according to NPD.

There is evidence that consumers are shifting the meaning of convenience to include an element of freshness, according to NPD. “We expect to see consumers use fresh ingredients in their foods in great numbers; at the same time, they still seek ways to create these meals in a short amount of time,” said Darren Seifer, food and beverage industry analyst at The NPD Group.

### **Bold Flavors on the Rise**

One of the most significant food trends forecast for 2015 is an increased popularity in bold flavors. Phil Lempert, The Supermarket Guru, a distinguished author and speaker, said “the top food trends for 2015 indicate people’s palates are continuing to evolve. “ Lempert predicted the most significant changes will stem from a desire for bold-flavored foods that also offer health benefits.

Research firms Technomic Inc. and Sterling Rice Group predict Asian flavors will be popular in 2015. Asian foods have been trending for years, but in 2015, look for the breakout of Korean, mainstreaming of Vietnamese and upscaling of spicy ramen noodles, the quintessential Asian street food, according to Technomic, a leading food research and consulting firm based in Chicago.

“Get ready for more complex and true-to-region Asian foods for 2015,” reported Sterling Rice Group. “This spicier and funkier fare appeals to the ‘advanced’ Asian food lover and goes beyond the sweet, the tame and the friendly.”

Housewares suppliers are bringing to market kitchen electrics and bakeware products to prepare Asian noodle dishes and other ethnic foods.

## **Cooking Like A Pro**

The popularity of television cooking shows has prompted many consumers to purchase professional-quality and professionally-designed products.

“Our fascination with cooking as an art we can practice at home is here to stay and it’s driving a desire for professional, quality products in the kitchen...quality materials and a ‘professional’ design signal to our dinner guests that we love to cook and we’re good at it,” said Dzierzk.

The Food Channel also expects consumers will be “replicating restaurants” this year.

“We are starting to bring our away from home experiences back into the home...so continue to expect new appliances and smaller workspaces that replicate the restaurant experience,” according to Food Channel. “During the Recession people realized what they could do at home, and now they want to upscale what they can do. They are taking home cooking seriously, putting chef practices into place.”

Thousands of products highlighting these trends will be on display at the 2015 International Home + Housewares Show, March 7-10 in Chicago. Here’s a sampling of the newest products that will be introduced at the Show:

### **CLEAN, CONTAIN + SUSTAIN EXPO**

- Multipurpose steam cleaning system that is a natural and environmentally safe alternative to using harsh chemicals to clean and sanitize.
- Electric wax warming that will not spill, does not require cleaning and does not have a flame.
- Cordless, sensor mirror that stimulates natural sunlight and lights up as your face approaches.
- Gift bags with inserted drawstring ribbon and gift tag.
- Reusable dry cleaning bags that are lightweight, portable and environmentally-friendly.
- Innovative sponges that feature tiny holes that allow for the use of smaller amounts of soap or cleaning agents.
- Multifunctional support system that allows the user to use the inflatable cushions for full body support or separately as a backrest, knee wedge or foot support.

### **DINE + DESIGN EXPO**

- Hydration bottle that features two side-by-side chambers, one for transporting beverages and one for holding a healthy snack.
- Yogurt cheese maker that converts yogurt into yogurt cheese in a few hours for a low-fat alternative to cream cheese or mayonnaise.
- Steam Grill that steams and grills food at the same time and prevents essential nutrients from being stripped during the cooking process and shortens cooking time.
- Stainless steel bakeware line that features 25 shapes, custom-made hinge clip and pre-cut parchment paper that allows the user to create any shape.
- Star Wars Lightsaber barbecue tongs that feature a heatproof plastic handle, metal tongs, a red storage case and authentic Star Wars sound effects.
- Non-stick cookware line designed with a speckled, granite-like finish that has the feel of cooking on a hot stone.

- Innovative ice cream scoop designed so the user squeezes the handle to scoop ice cream and releases the handle to serve the ice cream.
- Chopper that features interchangeable blades that allow for additional preparations such as whipping, purees and crushing ice.
- Silicone microwave popcorn popper that unfolds as the kernels pop.
- Easy pull manual food processor that can chop small and large food quantities with the pull of a chord.
- Detachable dishware that features a bowl or cup that securely fastens to the plate with a quick twist.
- Rocket-shaped ice pop molds that come with reusable sticks with drip guard.
- Patented aluminum alloy grill pan that is ideal for grilling vegetables, fish, steak and more.
- Personal water tumbler with 5-stage, dual ion exchange filtration system.
- Cereal bowl with a built-in divider that separates the milk and cereal and keeps cereal crunchy.
- Mezzaluna that features an ergonomically-shaped handle and handy clip-on cover that keeps the stainless steel blade safely protected when stored.
- Japanese designed knives featuring high-carbon stainless steel blade and traditional hardwood handles.
- Hard-anodized cookware line with dishwasher safe matte non-stick coating and stainless steel handles.
- Wine accessory that serves and pour chilled wine and eliminates the need for an ice bucket, aerator and non-drip pourer.
- Bento boxes that offer an economical solution to standard lunch boxes while promoting healthy eating.
- Microwave oatmeal maker that is dishwasher safe and includes a recipe booklet.
- Garlic shredder that lets the user smash garlic heads into cloves and then smash again to remove the skins. The shredding compartment shears the garlic into pieces with just a few twists.
- Cast aluminum slim griddle that features a low profile for easy storage.
- High-performance nonstick frying pan and wok that is safe to use with metal utensils.
- Lunch and beverage cooler bag made from durable, eco-friendly material with a patented cooling design that has permanent freezable gel-packs built-in.
- Spill-proof water bottle that features a carry clip for easy transport, a protective spout cover and an easy-clean lid.
- Splatter guard specially designed to prevent spills or messes while mixing.
- Children's chef set that contains a petit chef knife, peeler and a finger guard that can teach children how to cook safely.
- All-in-one oyster shucking and serving set that features a wooden puck and tray to safely shuck and contain the mess and a ceramic sauce dish and tray for serving.
- Patent-pending container that features an air-tight seal to ensure the storage of fresh guacamole without it turning brown.
- Double-wall insulated growlers designed for craft beers or other beverages with silicone sealing lids that trap carbonation to keep beer fresher, longer.
- One-piece, reusable lid designed for mason jars that prevents leaks and is dishwasher safe.
- Stovetop snack maker with a patented tumbling mechanism that allows the user to add butter, chocolate and other seasonings to evenly coat snacks.
- Fashionable, messenger-style freezable lunch bag with built-in cooling packs.
- Mason salad jar with a built-in dressing container to keep dressing separate.
- Two-way grater that can be used vertically as a tower grater or horizontally on the counter and includes a removable container.
- Glass storage containers that feature air-tight lids with a twin-valve system that forces air out and keeps foods and spices fresh longer.
- Patent-pending wine preservation/dispensing system that provides a convenient way to extend the life of opened bottles.
- Kitchen preparation and cooking tools that feature contoured handles and angled blades that help solve everyday problems.

## **WIRED + WELL EXPO**

- Coffee maker that features the ability to set the brewing temperature, pre-soak time and water brewing volume via an app.
  - Powerful upright vacuum that features two individual motors that work together to provide continuous suction power and maximum agitation.
  - Smart hub that includes a compact vacuum sealer with reseal-able bags and a digitally controlled induction cooktop base that communicates temperature electronically to the double-walled insulated water bath smart top.
  - Retro, '50s-style two-slice toaster comes in seven colors and features a powder-coated steel body and is capable of toasting at 6 browning levels and in 3 pre-set programs.
  - Sleek, compact home espresso/cappuccino capsule machine that features a milk frother.
  - Slow cooker with die-cast insert that allows the user to sear, sauté and brown on the stove-top and finish slow cooking without losing any flavor or nutrients.
  - Home carbonation system that carbonates all ingredients in the bottle for intense pressure-infused flavor. It can be used to make sparkling waters, all natural fruit infusions and bubbly cocktails.
  - Air purifier that features an exclusive technology that doesn't require maintenance or filter-changing.
  - Induction rice cooker and warmer uses cutting-edge technology to prepare perfect rice every time. It comes with a rice spatula, spatula holder and a measuring cup.
  - Small electric appliance that oxygenates drinking water in minutes.
  - Cold press juicer with a patented one-piece extraction system that reduces moving parts and offers more juice volume and a 72-hour juice life.
  - Multi-cooker that can be used as a pressure cooker, slow cooker, rice cooker and yogurt maker all in one unit.
  - Programmable, single-serve coffeemaker with removable water reservoir that can be used with ground coffee or a single-serve pack.
  - Thermal bean-to-carafe coffeemaker with a removable bean container and patent-pending dispenser that improves the flow of ground coffee.
  - Quality coffee brewers and grinders that feature a consistent brewing temperature with a powerful, energy efficient copper heating element, a precise and optimal pulse drip and coffee-water saturation time.
  - Versatile, high performance blender that can blend, crush, emulsify, chop, puree and liquefy whole fruits, vegetables, ice and more.
  - Miniature kitchen thermometer that can track the temperature with a Bluetooth Smart-connected app that will alert your mobile phone or tablet once the food is ready.
  - Rice cooker that features a "synchro-cooking" function to cook rice and side dishes at the same time while keeping the integrity of the rice flavor.
  - Countertop appliance that features top and bottom heating elements that ensures even cooking without flipping foods and is ideal for roasting fish and other foods.
- Water Filtration System that delivers the performance of a professional system without installation required.