

If you have the products that people WANT



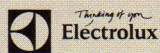
We have the brands that people TRUST

FRIGIDAIRE

AEG
perfekt in form und funktion

PHILCO

eureka!



Kelvinator

Gibson

TAPPAN

Becoming successful with a good product on the market is more than just having a good product. And here's where Electrolux Global Brand Licensing enters the picture. If you have a product that has the potential to succeed, the brands above can accelerate your success.

Right now we're looking for the following products to match with our brands

Small appliances, kitchen gadgets, fans, air purifiers, air heaters, portable coolers, pots and pans, LED and solar lighting, non-powered floor care products, water dispensers, barbecue grills, patio heaters / misters and more.

**Welcome to our booth L13050
at the International Home
+ Housewares Show 2013**

Find more details at
electrolux.com/licensing



Electrolux
GLOBAL BRAND LICENSING

HFN

sunday | Q&A

What's your most memorable Housewares Show moment?

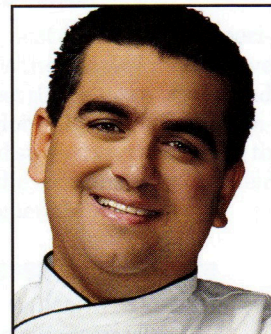
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as everyone from several booths around us, stepped into the aisle to see Billy Mays pointing at me. He continued, 'YOU are the only person on TV MORE than I am!' Everyone dissolved into laughter, we had a big hug, and Billy became a good friend."

Buddy Valastro

Baker and star of TLC's "Cake Boss":

"Seeing my booth come to life [as this is Valastro's first Housewares Show]. The line has been in the works for over a year. It's going to be a great feeling when we can show the world what we've been working on!"



Buddy Valastro

Devin Alexander

Chef and media personality:

"I loved Curtis Stone's cookware release party last year! So much fun and the food was delicious. (I don't want to know what he spent on the truffles!)"



Devin Alexander

"YOU are the only person on TV MORE than I am!"

Cooking Theater Schedule

Sunday, March 3

Marcela Valladolid
9:30 a.m.

Devin Alexander
10:15 a.m.

Paula Deen
11 a.m.

Todd English
12 p.m.

Gail Simmons
12:45 p.m.

Ingrid Hoffman
1:30 p.m.

Masaharu Morimoto
2:15 p.m.

Duff Goldman
3 p.m.

Gale Gand
3:45 p.m.

The Hearty Boys
4:30 p.m.

*All demonstrations will take place in the
Cooking Theater, South Building.*