



Iconic US housewares brand OXO returns to Ambiente with new innovations in food

Visit OXO on Stand F07 in Hall 9.1 to discover more

OXO, the leading American housewares brand, will make a celebrated return to Ambiente, bringing its latest innovations in food storage to the show.



OXO's story began over 30 years ago with a vegetable peeler designed by OXO's founder, Sam Farber, for a pair of hands he loved more than his own. After seeing his wife struggle using a metal peeler, he knew there had to be a better way, and set about creating the iconic Swivel Peeler. Since then, OXO has grown to offer over 2,000 thoughtfully crafted products, all designed to make everyday tasks, chores, and celebrations easier and more enjoyable. Driven by a commitment to detail, OXO's design team studies daily routines to identify the small innovations that make a big difference, crafting tools that lend a reliable helping hand.

OXO's stand will embody the brand's core values of purposeful design and uncompromising quality, all backed by the brand's signature Better. Guaranteed.

promise. Food storage will be a key focus this year, with new product innovations building on OXO's award-winning reputation for airtight storage solutions.

The latest product launches align with current consumer trends, focusing on the rise in home cooking and the growing demand for solutions that reduce food waste. In response, OXO has expanded its storage category with innovative new additions, including Twist & Stack Containers – versatile, stackable options for organised food storage – and Produce Savers designed to extend the life of fresh produce. Building on last year's success of the Silicone Reusable Bags, which offered a sustainable alternative to single-use plastic bags these new products further OXO's commitment to practical, eco-friendly kitchen solutions.



Activity on the OXO Stand

This year's exhibit highlights OXO's commitment to functional design, featuring hands-on demos and exclusive product showcases for retail buyers and industry professionals. Attendees are invited to explore the OXO cooking table, where they can experience the precision and ergonomic design of OXO tools first-hand.

A standout feature is the in-house barista station, offering complimentary coffee as visitors explore the collection. The stand will also host a cocktail reception, showcasing OXO's stylish, high-performance barware collection. More details to follow.

"Ambiente provides an essential platform for us to connect with our retail partners and showcase our latest innovations," said Maria Spagnuolo, Senior Marketing Manager, OXO EMEA. *"Every product we introduce is thoughtfully designed to enhance daily routines and meet the highest standards of functionality and design. We look forward to engaging directly with buyers and industry leaders, offering them a hands-on experience with OXO's latest range while illustrating the real impact of our commitment to quality and innovation."*

Paul Bolton, Director of Sales, OXO EMEA said: "OXO is experiencing significant growth, and we're on track to achieve double-digit expansion across EMEA markets. At the heart of everything we do is our commitment to the consumer, ensuring that their needs drive our innovation. We're actively exploring new product categories that can make a meaningful difference, not just for consumers but also for our retail partners."



OXO product highlights

Silicone Reusable Bags

Keep food fresh at home or on the go with the popular OXO Silicone Reusable Bags. Made from durable, LFGB-certified silicone, these eco-friendly bags offer the convenience of single-use plastic but can be reused time and again. The secure seal keeps contents fresh, while the easy-grab tabs ensure effortless opening. Available in six sizes, they're dishwasher, freezer, and microwave safe, making them a versatile, sustainable storage solution.

Twist & Stack Food Storage Containers - NEW

Building on the popularity of OXO's award-winning POP Containers, the Twist & Stack collection offers versatile, stackable solutions for a range of food storage needs. With leakproof, interchangeable lids, these containers make food prep, storage and on-the-go meals effortless. Made from Tritan, they are available in 350ml, 550ml, and 900ml sizes, and are a must-have for organised, flexible storage.



Produce Savers - NEW

Designed to support sustainable kitchen practices and reduce food waste, OXO's new Produce Savers optimise airflow and maintain ideal humidity levels to extend the life of fresh produce. Available in a range of sizes, these clear containers allow contents to be seen at a glance, helping to reduce food waste.

Retail buyers and media contacts are encouraged to visit the **OXO Stand F07 in Hall 9.1**, to experience the product innovations first-hand and discover the OXO Better. Guaranteed. promise.

Discover more about the brand and tools at www.oxouk.com

About OXO

For over 30 years, OXO has been globally recognised for its groundbreaking, award-winning universal product design. Starting with the iconic OXO Good Grips Swivel Peeler in 1990, OXO has paired innovation and purpose to create tools and gadgets that make everyday living better, every day. Today, OXO makes products that span several home categories: cooking, baking, cleaning, storage and organisation, coffee, baby. The brand has won over 100 design awards worldwide. OXO consistently challenges convention, solving problems and anticipating needs with thoughtful, modern design solutions. OXO is a proud member of 1% for the Planet, committing 1% of annual sales to support environmental non-profits. Learn more about how OXO is making the everyday better at www.oxouk.com

About Helen of Troy Limited

Helen of Troy Limited (NASDAQ, NM: HELE) is a leading global consumer products company offering creative solutions for its customers through a strong portfolio of well-recognized and widely-trusted brands, including OXO®, Hydro Flask®, Vicks®, Braun®, Honeywell®, PUR®, and Hot Tools®. All trademarks herein belong to Helen of Troy Limited (or its affiliates) and/or are used under license from their respective licensors. For more information about Helen of Troy, please visit www.helenofroy.com

For further information, samples or product images please contact:

Unify PR & Marketing on ukpress@oxo.com

The OXO range is widely available from a selection of national retailers.
For stockist details call 0114 242 7295 or visit www.oxouk.com