



PRESS BULLETIN

Lausanne (CH), February 3rd, 2023

'Icons are forever' OXO launches its brand campaign putting the icons of everyday in the spotlight in 2023

For over 30 years OXO has paired innovation and purpose with award-winning product design to create household tools and gadgets that make everyday living better, every day. At Ambiente 2023, four iconic OXO tools are in the spotlight, alongside the new barware collection and seafood utensils.



OXO products always function safely and comfortably in any hand - young or old, large or small, left- or right-handed. To do this, OXO has been questioning the obvious for decades, closely observing how consumers interact with utensils and discovering the best solutions to everyday challenges through the love of detail. Innovative functionality meets unique design, guaranteed to last a lifetime and to make everyday better, every day.

For OXO, good design means much more than just good looks, it's about form, material and functionality. It is this product design that builds the basis for OXO tools making everyday tasks better and easier. Four of OXO's most loved and recommended tools have made design history and have been helping to revolutionize the way food is prepared and stored for decades: the **OXO Swivel Peeler**, the **OXO Salad Spinner**, the



OXO Angled Measuring Cup and the OXO POP Containers. It's now time to pay tribute to these four legends, putting them in the spotlight of their own brand campaign in 2023.

"With our 'Icons are forever' campaign, we are paying tribute to these four legends, putting their unique functionality and timeless universal design into the spotlight," says Kit Ha, EMEA Marketing Director. "All OXO products are engineered to be better and guaranteed to last a lifetime, so the emotional message 'Icons are Forever' perfectly underlines our uncompromising attitude towards quality." Ha continues.

This same philosophy also applies to all the other categories including the new Barware and Seafood tools as well as the new OXO Grilling Hot Clean Grill Brush, presented at Ambiente for the first time.

In cooperation with *1% for the Planet*, OXO is also committed to making every day a little better for the planet, too. With one percent of its annual sales, OXO supports non-profit organizations in tackling environmental problems that affect everyone.

Make everyday better, every day. Guaranteed.

-ENDS-

Note to the editors:

For stockist details call 0114 242 7295 or visit www.oxouk.com

About OXO

For over 30 years, OXO has been globally recognized 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 organization, coffee, baby. The brand has won over 100 design awards worldwide; its products reside in the collection of the Museum of Modern Art and the Smithsonian Cooper Hewitt National Design Museum. 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 nonprofits. Learn more about how OXO is making the everyday better at www.oxo.com.

About Helen of Troy Limited

Helen of Troy Limited (Nasdaq: HELE) is a leading global consumer products company offering creative solutions for its customers through a diversified portfolio of well-recognized and widely trusted brands, including OXO, Hydro Flask, Vicks, Braun, Honeywell, PUR, Hot Tools and Drybar. We sometimes refer to these brands as our Leadership Brands. All trademarks herein belong to Helen of Troy Limited (or its subsidiaries) and/or are used under license from their respective licensors. For more information about Helen of Troy, please visit www.helenoftroy.com.

For further information or images please contact:



Unify PR & Marketing on 01422 728710 or email ukpress@oxo.com