

OXO celebrates 20 years of universal design with the launch of a limited edition red Y peeler

Submitted by: The Lenny Agency

Thursday, 5 August 2010

OXO celebrates 20 years of universal design with the launch of a limited edition red Y peeler just in time for Christmas

Cinnamon and spice may be well and nice, but how about a limited edition red Y peeler from American housewares specialist, OXO, to really add some cheer this festive season.

The ingenious gadget gurus at OXO have launched an exclusive red Y peeler just in time for Christmas that even Rudolph would be keen to get his hooves on.

Available in the UK for a limited period only, the new red Y peeler is a celebratory take on OXO's best-selling UK product. With a blade almost as sharp as a samurai sword and a trademark soft-grip, non-slip handle, the fiery red Y peeler marks 20 years of universal design and two decades of innovation within the housewares industry.

Try it on potatoes or root vegetables to peel away a wafer thin layer of skin in an instant or challenge the strength of the blades to the tougher outer layer of tropical fruit such as mango or papaya. There's no fear of strain from repetitive peeling when tackling mountains of parsnips and carrots on Christmas Day and you can update your kitchen utensil collection in an instant with a bold blast of colour and cheer.

Price: £5.50

- The peelers were the first ever tools to be developed by Sam Farber and have been in the range since the company's inception
- The Y peeler is OXO's most popular and best selling tool
- Over 100,000 Y peelers are sold in the UK each year
- The sharp, stainless steel blade is designed to remove between 0.8-1 millimetre of peel to retain the maximum amount of vitamins and nutrients that lay just under the skin
- OXO's Y peeler loves the limelight and can be found on all major TV channels in the hands of professional and celebrity chefs

The OXO story began back in 1990 when retired entrepreneur Sam Farber was on holiday in France with his wife Betsey. After witnessing his wife's struggle with everyday kitchen gadgets due to a mild case of arthritis, he was inspired to develop a range of tools that were easy to use for the largest spectrum of people.

Working with a noted gerontologist and an old friend and colleague from Smart Design, Sam created a range of universally designed tools that were not only wonderfully comfortable and easy to use, but would transcend generations and change the face of housewares for good.

After hundreds of models, dozens of design iterations and extensive user-based research, OXO launched its

first collection of 15 tools in the US. Since then the range has become a household name and has grown extensively from this original product line of 15 tools to now over 750 household gadgets, all of which offer a simple yet stylish solution to everyday tasks.

OXO's innovative thinking, rigorous development process and unique design continues to raise the bar for household tools today. From the kitchen to the bathroom, pantry to the nursery, OXO has it covered and now even the next generation of little diners will have an OXO tool in their hand with the launch of the eagerly anticipated OXO TOT.

OXO's trademark rubber grip handle is synonymous with the brand and is what makes the tools so easy and comfortable to use. Made from Santoprene rubber, the ergonomically-designed black rubber handle provides the ultimate in comfort and style. The grip moulds to each individual hand, cushioning the grip, and gives the maximum amount of comfort to anyone who uses it.

Designed to make everyday living that little bit easier, the OXO range offers over 200 stylish, yet practical tools for the home including kitchenware, organisational tools and cleaning products.

Available nationwide. Visit www.oxo.com for further information and for stockist details please call 0114 290 1455 or email info@hot-uk.co.uk

-ENDS-

For further information please contact:

Ria Slade at The Lenny Agency on 07532 364 983 or email ria@thelennyagency.co.uk