



### Electronic Kettles at a glance

- \$10m of appliance sales in the first year
- No. 1 best selling kettle in Australia (\$ sales)
- Adopted by leading brands including Bosch Siemens, Krups and Breville
- 600k appliances sold to date
- Pioneered a new category in water heating appliances: Electronic Kettles



## Electronic Kettle

Building on our experience in thermostatic controls, Strix Ltd introduces an electronically controlled kettle, an innovation that leverages off our continuous improvement strategy.

Coffee and Tea drinking has changed greatly; consumers are much more discerning and are drinking a wide range of different drinks for different occasions.

Some people believe that coffee, fine tea and other hot drinks taste better made with very hot, but not boiling water. Some green and white teas can create bitter flavours when steeped with boiling water.

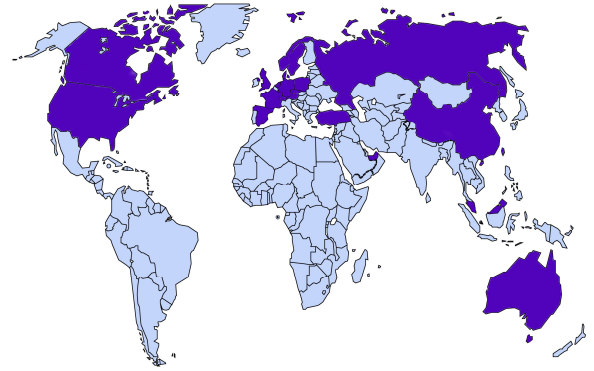
An **Electronic Kettle** is perfect for all types of hot drinks. Simply select the temperature ideal for the drink you want and the **Electronic Kettle** heats and automatically turns off at that precise temperature. For even more convenience, activate the keep warm function which will maintain the temperature of the water for up to 20 minutes.

An **Electronic Kettle** saves time and energy by heating the water only to the temperature required.

The under floor, stainless steel heating element with Strix's premium electronic control and associated 5-pole cordless connector provides great temperature accuracy.

strix success story





## Electronic Kettles – proven to be successful

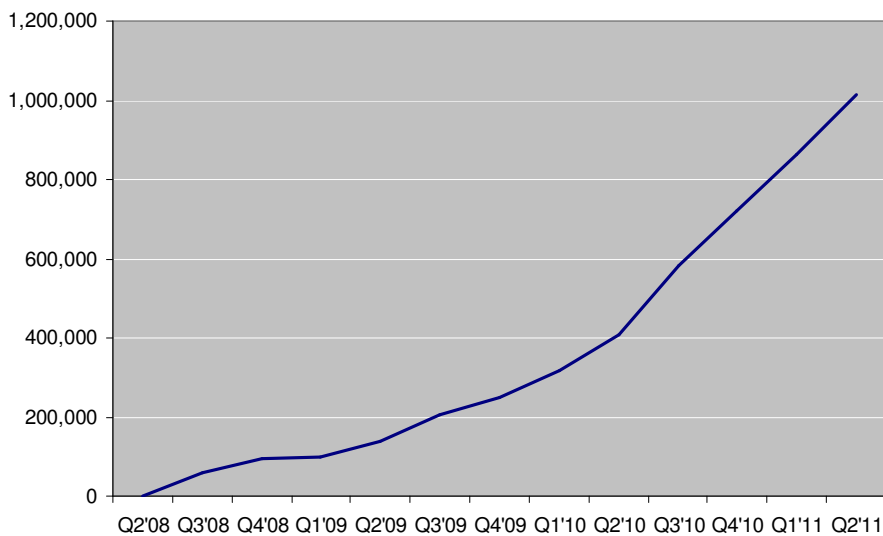
First launched in 2008 in Germany and Australia, **Electronic Kettles** achieved over US\$10m worth in appliance sales in their first year. Since then, the amount of appliances sold has doubled each year – a remarkable success.

The technology has now been adopted by market leading brands including Bosch Siemens™, Russell Hobbs™, Morphy Richards™ and Krups™.

**Electronic Kettles** are available at all good retailers and have pioneered a new category in water heating appliances.

Furthermore, the technology can easily be applied to premium tea and coffee makers.

sell out since launch



### Consumer Comments

- "Regardless of price, this is a cost saving!"*
- "What a great product!"*
- "Excellent form and function"*
- "Love this product!"*
- "Looks nice and gets the job done on heating water for tea"*
- "Finally - I've been waiting for this!"*
- "Buy it and enjoy!"*
- "Awesome Product!"*
- "I am so pleased with this electric kettle that I wish I could check 10 stars."*
- "I love my tea, and this teapot is the best ever."*

**KRUPS**

**GASTROBACK®**

**morphy richards**

 **BOSCH**

 **Russell Hobbs**

**magimix®**

**bodum®**

**Breville®**

