



HotCup at a glance

- The UK's No.1 selling water heating appliance (£ Sales)
- Adopted by leading brands including Breville, Morphy Richards and Tefal
- Pioneered a new category in electric kettles – Instant Hot Water Dispensers
- 2 HotCups achieved *Which? Best Buy* status in March 2012



A FAST SINGLE CUP DISPENSER

Strix Ltd is responsible for introducing **HotCup**, an innovative instant hot water dispensing system that has proved extremely successful since launch. Designed to boil a cup of water in seconds at just the touch of a button, it satisfies the key consumer needs of speed and simplicity - Fancy a nice hot cuppa in seconds?

Even with the fastest kettle consumers still need to fill it with the estimated amount of water they need, turn it on and then wait for it to boil only to then pour the water into a cup.

HotCup is so easy to use.

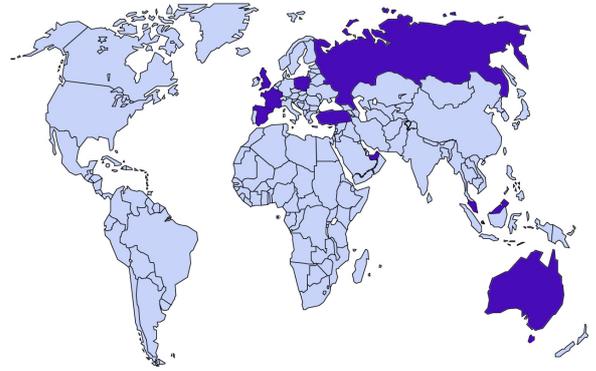
Simply place your cup on the drip tray, press the start button and 45 seconds later it automatically delivers the right amount of boiled water for one cup. Its high capacity allows several cups from a single refill.

By only boiling the amount of water needed, **HotCup** saves time and energy, and therefore money – a green appliance for today's kitchen.

HotCup systems are also available with additional utilities, such as Variable Volume and Stop functions, which make making hot drinks even easier and faster.

strix success story





HotCup – an innovation with global potential

Since **HotCup** was launched in Nov. 2008 by Breville™ leading brands such as Binatone™, Kambrook™, High Ace™, Morphy Richards™ and Tefal™ have taken up the technology, with other appliances appearing soon.

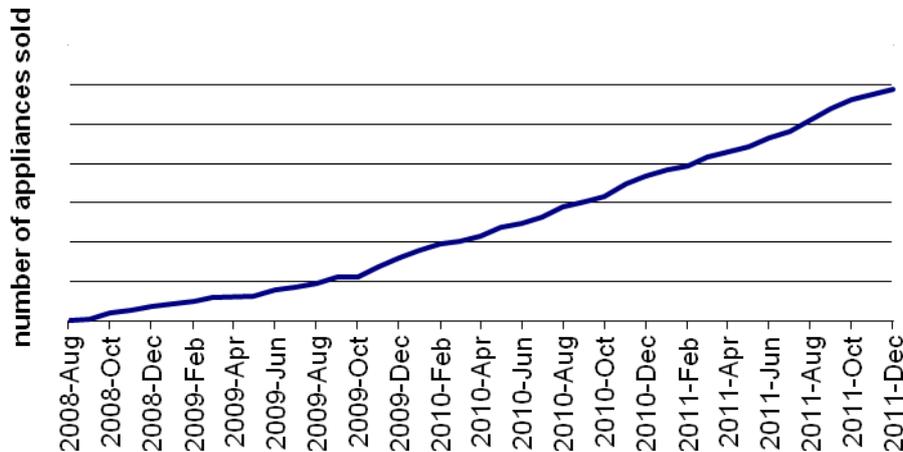
In the UK, leading retailers such as Tesco, Argos, John Lewis, Currys and Amazon all stock HotCup appliances and have seen sales take off.

In one year **HotCup** has achieved total sales of almost £3m, which makes it the best selling water heating appliance in the UK.

HotCup has successfully driven value into the UK kettle market, where the average value of a kettle sold has increased since HotCup's launch.

In March 2012 the influential UK consumer information website and magazine "Which?" conducted its first in depth testing of Hot Water Dispensers where two Strix **HotCups** achieved the highly sought after *Which? Best Buy* status.

sell out since launch



Consumer Comments

"Great idea, easy to use and it saves boiling a kettle full of water when only one cup is required at a time"

"This has been great...not having to pick up a very hot kettle to pour out boiling water has been great. Well worth the money."

"This product is brilliant, easy to use, saving time and no more wasted water and electricity. Wish I had purchased sooner. Does exactly what it says on the box, piping hot cuppas whenever you want them at a fraction of time and cost. Now my kids can make hot drinks without me worry of them scalding themselves."

"Great kettle, really hot water. makes a lovely cup of tea. The only downside is how many more cups I'm drinking and the amount of teabags I get through!"

Breville

Binatone

KAMBROOK
GET MORE THAN YOU PAY FOR™

HIGH ACE

morphy richards

Tefal

