





We are extremely pleased to confirm that we have partnered with Studio Designs to launch Haden, our iconic British Small Kitchen Appliance brand in the USA.

Drawing on Haden's 60 year heritage in manufacturing kettles, the first launch in the USA will be a range of kettles and toasters, available from October 2019.

Studio Designs have a state-of-the art distribution facility in California and close trading relationships with major retailers within the USA. With well established SKA experience in the Studio Designs sales team, they are perfect to support Haden with this historic product launch.





"We have made sure that our chosen partner has the expertise and infrastructure to be able to develop Haden into a market leading brand in the USA as it is becoming in the UK. We look forward to working closely in conjunction with Studio Designs to drive Haden with chosen retail partners. This is an exciting opportunity!

The feedback we had from the International Home and Housewares Show has been fantastic and there is a demand from retailers for quality product with unique colours and innovative design.

The full force of our brand marketing will be carefully targeted to support Studio Designs launch the Haden brand and develop a successful partnership, building upon the 60 years of heritage from the UK"

Sachin Bagga
Product Marketing Director of Haden.

 **HADEN**
ESTD. ENGLAND 1958

" We are excited to welcome the Haden Brand of quality Small Kitchen Appliances into the Studio Designs product portfolio. This unique range of product will provide today's consumer with an opportunity to purchase and own top quality small appliances with incredible heritage, look, and style!

Studio Designs will work closely with the Haden sales and marketing team to ensure a smooth and professional product launch into the US market place. We look forward to a great partnership!"

Studio Designs will act as the exclusive sole distributor for Haden branded SKA in the United States and we will jointly be in touch soon to confirm details of products available.

Scott Maynes
President, Studio Designs Inc.

