

A promotional image for Tower Air Fryer Accessories. The background is a collage of food and kitchen items: a tray of french fries, a plate of fries, a wire basket of fried chicken, a small grill with vegetables, a dipping sauce, and various accessories like tongs, a fork, and skewers. The Tower logo is centered in white, with the tagline 'BUILT FOR BETTER SINCE 1912' below it. The text 'AIR FRYER ACCESSORIES COLLECTION' is in green and white at the bottom.

# TOWER<sup>®</sup>

BUILT FOR BETTER SINCE 1912

AIR FRYER ACCESSORIES  
COLLECTION

## HOME OF THE AIR FRYER

Tower are dedicated to continuous innovation with single basket, dual basket and air fryer ovens all proving popular with consumers. As the home of the air fryer, Tower are continuing to strive for high quality, yet affordable products to help consumers enjoy delicious food without breaking the bank. Tower have sold over 2 million air fryers in the last 12 months.

Tower's Home of the Air Fryer campaign is dedicated to both retaining long term customers & attracting new consumers, showcasing the key functions that help Tower stand out in what will soon become a busy marketplace. Running alongside the Energy Saving campaign, it will celebrate Tower's continued innovation and continued status as a market leader.

The Home of the Air Fryer Campaign is focused on highlighting our best-in-class functions and innovative technology such as Vortx air circulation technology. By providing tips and tricks on how to get the best out of their air fryer, existing customers can also become experts, making the products more engaging and encouraging people to experiment with step-by-step recipes. Tower have developed individual recipe books for each air fryer to help customers get the most from their air fryers, with a number of unique recipes designed that showcase the capabilities of our best-in-class air fryers.

**WINNER!**

Price £219.99

**BEST SELLING COMPETITOR**

VS

Price £149.99

**TOWER VORTX DUAL BASKET AIR FRYER T7088**

4.5 User Reviews

4.8 User Reviews

**HOME OF THE AIR FRYER IN THE UK!**

**TOWER**

**HOME OF THE AIR FRYER IN THE UK!**

TOWER

**HOME OF THE AIR FRYER!**

**3\***  
YEAR  
GUARANTEE

**ENJOY PEACE OF MIND WITH OUR MARKET LEADING EXTENDED 3 YEAR GUARANTEE**

When registered online at towerhousewares.co.uk

## SUMMARY

British-owned brand, Tower, recognises the increased demand for air fryers in current times. Bursting with functionality, consumers can continue to create their family-favourite meals that are healthy and convenient, whilst also saving money on their energy bills.

Air fryers have rapidly become the must-have kitchen appliance and consumers have been searching for new and ingenious ways to create their favourite dishes. With this in mind, Tower's Air Fryer accessories look to take cooking to the next level, with a selection of flexible and eco-friendly silicone trays that fit perfectly in Tower Air Fryers. This means consumers can be more adventurous with their cooking as the sealed bases on the trays collect sauces and juices for more flavoursome meals and a more efficient clean-up.

The accessories range also includes air fryer liners that sit comfortably in the tray of the air fryer for easy cleaning and more even cooking, available in sets of 4 and 2, the liners help to take the fuss out of cooking. For more varied cooking, the 8 piece accessory set offers consumers full flexibility with tongs, a basting brush, 4 stainless steel skewers and 2 roasting racks. All of these products take the stress out of cooking, helping consumers to save time & energy in the kitchen.



# FEATURES & BENEFITS

## SILICONE AIR FRYER ACCESSORIES



### 100% FOOD SAFE

All accessories are reusable and carefully constructed from BPA free eco-friendly materials that are kinder to the environment, whilst also being LFGB certified and stain & odour resistant.



### SILICONE TRAYS WITH SIDE HANDLES

Handles mean you can lift the trays out of the air fryer with ease as the strong body and sealed base prevent spillages.



### LINEAIR® TECHNOLOGY

Unique ribbed texture provides better air circulation and heat distribution.



### OVEN SAFE

Oven safe up to 240°C, these silicone trays offer full cooking versatility as well as fitting perfectly in most air fryers, including Tower air fryers.



### FULL VERSATILITY

These silicone trays are incredibly versatile as they can be used in the microwave, fridge, freezer and dishwasher



### 5 YEAR GUARANTEE

Trusted Tower quality with a 5 year extended guarantee.

## ACCESSORY MODEL COMPATIBILITY



**T843090**  
1.2L Perfect Fit  
Round Foldable  
Silicone Trays



**T843091**  
1.3L Perfect Fit  
Rectangular Foldable  
Silicone Trays



**T843092**  
2.5L Perfect Fit  
Square Foldable  
Silicone Trays



**T843093**  
1.5L Perfect Fit  
Rectangular Solid  
Silicone Trays



**T843094**  
1.3L Perfect Fit  
Round Solid  
Silicone Tray  
With Divider



**T843095**  
2.5L Perfect Fit  
Square Solid  
Silicone Tray  
With Divider



**T843096**  
8 Piece Air Fryer  
Accessories Set

**MOST 4L  
(& ABOVE)  
AIR FRYERS**

**MOST 6L  
(& ABOVE)  
AIR FRYERS  
& OVENS**

**MOST 6L  
(& ABOVE)  
AIR FRYERS  
& OVENS**

**MOST 6L  
(& ABOVE)  
DUAL BASKET  
AIR FRYERS**

**MOST 4L  
(& ABOVE)  
AIR FRYERS  
& OVENS**

**MOST 6L  
(& ABOVE)  
AIR FRYERS  
& OVENS**

**MOST 4L  
(& ABOVE) AIR  
FRYERS & ALL  
DUAL BASKET  
AIR FRYERS**

Perfect for  
**TOWER AIR  
FRYERS**

## COMPETITOR COMPARISON

Tower offers the consumer real value for money when compared to the traditional market leading brands.



Silicone  
Air Fryer Liners  
£6.99



BazTechElectroS  
Air Fryer Silicone Pot  
£4.49



2 Piece Silicone  
Air Fryer Liners  
£5.99

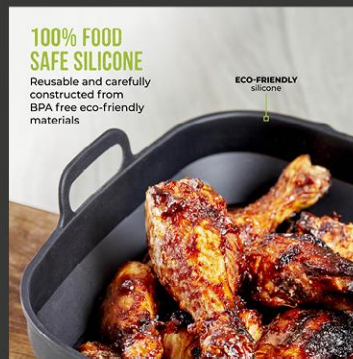
Whilst some of our competitors sell similar accessories at a lower price, Tower Air Fryer Accessories are sturdier and carefully constructed from a thicker material to avoid spillages and keep the air fryer clean. The versatile design ensures customers have a wide array of meal choices available to them, so they can create pasta bakes and one pan meals in their air fryer to save time in the kitchen.

Consumers are also reassured by the Tower name as a large number of similar accessories online are unbranded or are produced by brands the average consumer may be unfamiliar with. As Tower is a recognised name, consumers already know they will be getting high quality products and most of our accessories come in sets of two so consumers can be confident they are getting value for money.



# PACKAGING AND ONLINE CONTENT

The Air Fryer accessories collection has been designed with best in class packaging and online content to maximise sales conversion.



# PRODUCT RANGE

## AIR FRYER ACCESSORIES



**T843090**  
Set of 2  
1.2L Perfect Fit  
Round Foldable  
Silicone Trays



**T843091**  
Set of 2  
1.3L Perfect Fit  
Rectangular  
Foldable  
Silicone Trays



**T843092**  
Set of 2  
2.5L Perfect Fit  
Square Foldable  
Silicone Trays



**T843093**  
Set of 2  
1.5L Perfect Fit  
Rectangular Solid  
Silicone Trays



**T843094**  
1.3L Perfect Fit  
Round Solid  
Silicone Tray  
With Divider



**T843095**  
2.5L Perfect Fit  
Square Solid  
Silicone Tray  
With Divider



**T843096**  
8 Piece Air Fryer  
Accessories Set





# FEATURES & BENEFITS

## AIR FRYER LINERS



### GREAT COOKING VERSATILITY

The liners can be used in the microwave, frying pans and baking trays for great cooking versatility, with only a little oil required. By using the liners, you can ensure the non-stick coating lasts for longer.



### SIMPLE CLEANING

The liners' own non-stick properties help to prevent food sticking, offering simple and fuss-free cleaning, whilst they can also be cleaned in the dishwasher, although hand wash is recommended.



### KEEPS THE AIR FRYER CLEAN

The liner sits comfortably underneath the grill plate to catch grease and food residue to keep the air fryer clean.



### MORE EVEN COOKING

The perforated liners are perfect for creating evenly cooked meals, allowing for greater air circulation and more thorough cooking.



### TOXIN FREE

The liners are free from PFOA & BPA for healthier, toxin free cooking.



### ENVIRONMENTALLY FRIENDLY

These air fryer liners can be cleaned and reused for consistent, reliable performance, whilst reducing the need for one-use parchment paper for a reduced environmental impact. The liners are manufactured in the UK for lower shipping costs and a reduced carbon footprint.



### OVEN SAFE

The liners can also be used in a conventional oven for versatile, healthier cooking.

# PACKAGING AND ONLINE CONTENT

The Air Fryer liners collection has been designed with best in class packaging and online content to maximise sales conversion.



# PRODUCT RANGE

## AIR FRYER LINERS



**TLINER1**  
Set of 4  
Circular Reusable  
Air Fryer Liners  
2-4 LITRE



**TLINER2**  
Set of 4  
Circular Reusable  
Air Fryer Liners  
5-7 LITRE



**TLINER3**  
Set of 4  
Rectangular Reusable  
Dual Basket  
Air Fryer Liners  
9 LITRE



**TLINER4**  
Set of 2  
Circular Reusable  
Air Fryer Liners  
2-4 LITRE



**TLINER5**  
Set of 2  
Circular Reusable  
Air Fryer Liners  
5-7 LITRE



**TLINER6**  
Set of 2  
Rectangular Reusable  
Dual Basket  
Air Fryer Liners  
9 LITRE





## THANK YOU FOR YOUR CONTINUOUS SUPPORT



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