

The advertisement features a split background. The left side shows a black Tower electric kettle with a silver spout and handle, sitting on a grey countertop next to a glass of coffee and a croissant. The right side shows a white Tower toaster with two slices of toast, also on a grey countertop with a glass of coffee and a croissant in the background. The brand name 'TOWER' is prominently displayed in the center in a large, bold, black serif font.

TOWER®

BUILT FOR **BETTER** SINCE 1912



CAVALETTO

MIRAGE
EDITION

BACKGROUND

Digital technology and touch controls

- Consumers are used to operating appliances with simple to use digital touch controls
- These digital systems are very intuitive, but also more sophisticated, offering greater control and precision



TEA & COFFEE TRENDS

Sales of fruit and herbal teabags in the UK have **increased by 24%** and sales of green teabags have leapt **a massive 41%**

Instant coffee accounts for **41%** of total UK coffee market, expected to **grow by 7%** year on year



All of these drinks **do not** require boiling 100°C water!

INTRODUCTION

The new Cavaletto Mirage Edition simplifies our lives by providing greater control over our drink preparation and toasting.



MIRAGE PROJECTED VARIABLE TEMP CONTROL

1.7L DIGITAL KETTLE



Allowing precise temperature selection from 40°C to 100°C, ideal for delicate teas, rich coffees, and everything in between.

40°C  100°C

2 SLICE TOASTER

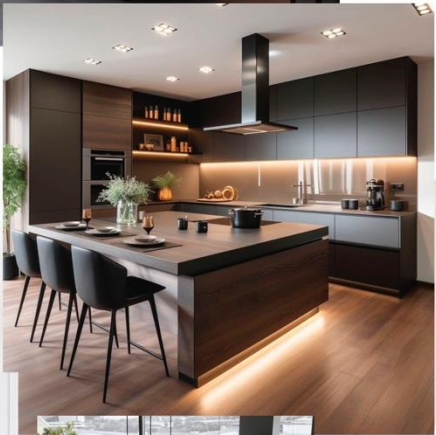


Eleven browning levels allow you to customise your toasted treats to perfection, from light and golden to dark and crispy - suitable to your taste.



DESIGN AND TREND INSPIRATION

The sleek black matt finish & gleaming chrome accents perfectly complements both modern & traditional kitchen décor.



Matt

Traditional

Modern

FEATURES AND BENEFITS

1.7L DIGITAL KETTLE



Fully removable lid ensures easy filling and cleaning for maximum convenience and hygiene



Perfect pour spout ensures a smooth, controlled flow, minimizing spills and drips for mess-free serving every time



360° swivel base allows easy handling from any angle, ideal for both left and right-handed use



Mirage variable temp control panel allows precise temperature selection from 40°C to 100°C, ideal for delicate teas, rich coffees, and everything in between.

3KW
RAPID BOIL
TECHNOLOGY

FAST BOIL
1 CUP
IN UNDER
45 SECS

1.7L
CAPACITY
MAKES UP TO
7 CUPS



2 SLICE TOASTER



6
TOUCH
SCREEN
BROWNING
LEVELS

PROJECTED
VARIABLE
TEMP
CONTROL

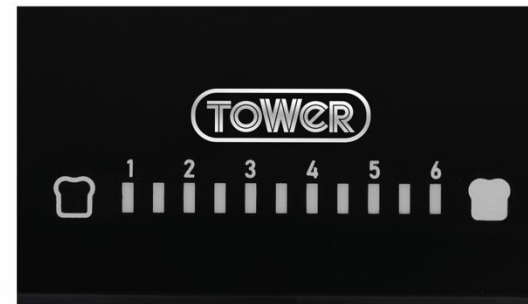
COUNTDOWN
TIMER
& MEMORY
FUNCTION



Mirage variable temp control panel allows precise method, setting and temperature selection



White Bread, Bagel, Gluten-Free, Muffin and Waffle presets let you select a wide array of toasted treats



Six browning levels from light and golden to dark and crispy - suitable to your taste



Innovative projected countdown timer and memory function provide the ultimate kitchen convenience

PACKAGING AND ONLINE CONTENT

The Tower Mirage range has been designed with best in class packaging and online content to maximise sales conversion.



1.7 LITRE VARIABLE TEMPERATURE KETTLE

CAVALETTO MIRAGE EDITION

- Projected Variable Temp Control
- Rapid Boil Technology
- 1.7L Capacity with Viewing Window
- Perfect Pour Spout
- 360° Swivel Base

Large Capacity & Rapid Boil Technology

Boils 1 cup in under 60 seconds with 1.7L capacity for up to 7 cups

Viewing Window

Perfect Pour Spout





2 SLICE DIGITAL TOASTER

CAVALETTO MIRAGE EDITION

- Projected Variable Temp Control
- x5** 5 Toasting Presets
- Countdown Timer
- 6 Browning Levels
- Removable Crumb Tray




KETTLES



T10087BLK
3000W 1.7L
Digital Kettle



T10087WHT
3000W 1.7L
Digital Kettle



TOASTERS



T10093BLK
2 Slice Toaster



T10093WHT
2 Slice Toaster





TOWER

BUILT FOR BETTER SINCE 1912

MIRAGE

T10087BLK
Tower T10087BLK Mirage Kettle with Digital Control Panel, Variable Temperature Function, Rapid Boil Technology, Viewing Window, Removable Filter, 3kW, 1.7L, Black & Chrome

INNOVATIVE DIGITAL TECHNOLOGY: This kettle features an innovative digital control panel that shows the live temperature of the water inside the kettle and provides an optical illusion effect

VARIABLE TEMPERATURE FUNCTION: The temperature can be adjusted at the touch of a button, with a 40-100°C temperature range that increases at increments 5°C for greater control & precision when making the perfect cup of tea

LARGE CAPACITY & RAPID BOIL TECHNOLOGY: Powerful 3KW output quickly boils so you can enjoy the perfect morning brew in less than 60 seconds, whilst the 1.7L capacity will let you make up to 7 drinks from just one fill

3 YEAR GUARANTEE: Trusted Tower quality with a 3 year guarantee

PRODUCT SPECIFICATIONS	PRODUCT QUANTITIES
Pack Type: Colour Box	Carton Qty (pcs): 4
Retail Box Dims(HxWxD cm):	Pallet Qty (pcs): 64
33.2x22.8x22.8	Container Qty (pcs):
Item Dims (HxWxD cm):	20FT - 1440
28.3x23x23.5	40FT - 2960
Outer Item Dims (HxWxD cm):	40FTHC - 3480
34.4x47.3x47.3	Outer Carton Nett Weight: 6.64kg
Barcode (Parent): 5056462386072	Outer Carton Gross Weight: 7.63kg
EU Commodity Code: 8516797090	Inner Carton Nett Weight: 1.3kg
EU Duty Rate: 2.7%	Inner Carton Gross Weight: 1.66kg
GB Commodity Code: 8516797090	
GB Duty Rate: 2%	

RRP
£159.99
SSP
£79.99
PRICE



TOWER

BUILT FOR BETTER SINCE 1912

MIRAGE

T10087WHT

Tower T10087WHT Mirage Kettle with Digital Control Panel, Variable Temperature Function, Rapid Boil Technology, Viewing Window, Removable Filter, 3kW, 1.7L, White & Chrome

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34.4x47.3x47.3
Barcode (Parent): 5056462386270
EU Commodity Code: 8516797090
EU Duty Rate: 2.7%
GB Commodity Code: 8516797090
GB Duty Rate: 2%

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PRICE



TOWER

BUILT FOR BETTER SINCE 1912

MIRAGE

T20096BLK
Tower T20096BLK Cavaletto Mirage 2 Slice Toaster with Digital Control Panel, 5 Pre-Set Toasting Options, Countdown Timer, Memory Function, 925W, Black with Chrome Trim

- DIGITAL CONTROL PANEL** : Streamline breakfast times with simple one touch controls
- 5 TOASTING PRESETS** : White, Bagel, Gluten-Free, Muffin & Waffle pre-sets let you select a wide array of toasted treats
- COUNTDOWN TIMER** : No more guessing when your toast will be ready to eat
- MEMORY FUNCTION** : The toaster remembers the previously saved setting for convenience
- 6 BROWNING LEVELS** : Choose from 6 browning levels to cook the perfect slice of toast every time
- 3 YEAR GUARANTEE** : Trusted Tower quality with a 3 year extended guarantee

PRODUCT SPECIFICATIONS

Pack Type: Colour Box
Retail Box Dims(HxWxD cm):
22x428x19
Item Dims (HxWxD cm):
18.5x40x16
Outer Item Dims (HxWxD cm):
36.5x44.3x39.5
Barcode (Parent): 5056462398136
EU Commodity Code: 8516720000
EU Duty Rate: 2.7%
GB Commodity Code: 8516720000
GB Duty Rate: 2%

PRODUCT QUANTITIES

Carton Qty (pcs): 4
Pallet Qty (pcs): 96
Container Qty (pcs):
20FT - 1690
40FT - 3632
40FTHC - 4070
Outer Carton Nett Weight: 9.12kg
Outer Carton Gross Weight: 9.92kg
Inner Carton Nett Weight: 1.8kg
Inner Carton Gross Weight: 2.28kg

RRP

£99.99

SSP

£59.99

PRICE



TOWER

BUILT FOR BETTER SINCE 1912

MIRAGE

T20096WHT

Tower T20096WHT Cavaletto Mirage 2 Slice Toaster with Digital Control Panel, 5 Pre-Set Toasting Options, Countdown Timer, Memory Function, 925W, White with Chrome Trim

DIGITAL CONTROL PANEL : Streamline breakfast times with simple one touch controls

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EU Commodity Code: 8516720000
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RRP

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SSP

£59.99

PRICE



**THANK YOU
FOR YOUR CONTINUOUS SUPPORT**



www.rkwltd.com



sales@rkwltd.com



0333 220 6070

Sutton House, Berry Hill Road, Stoke-on-Trent, ST4 2NL