

The background of the advertisement features a light grey, semi-transparent overlay of various kitchen appliances from the Tower Omni Collection. On the left, a tall stand mixer with a silver whisk attachment is visible. In the center, there is a small, round, white appliance, possibly a coffee grinder or a small food processor. On the right, a large, white, cylindrical appliance, likely a slow cooker or a large pitcher, is shown. The overall aesthetic is clean and modern.

TOWER®

BUILT FOR **BETTER** SINCE 1912

omni

COLLECTION

BACKGROUND

The use of and demand for electric cordless appliances continues to increase across many different products. They offer significant advantages in freedom of movement and flexibility that consumers have come to expect.



BACKGROUND

However, one barrier for consumers is that battery life tends to be compromised, and you need to remember to recharge your appliance.



CORDLESS VS BATTERY OPERATED



Many similar products on the market are cordless but **the whole unit needs to be plugged in to recharge**



They rely on the consumer remembering to recharge the product and **the appliance is unusable until recharged**



Many suffer **from a loss of performance and reduced efficiency over time**

INTRODUCING

omni

The cordless
food prep
range



Next evolution in
all-encompassing
kitchen prep and
battery technology



omni

A SINGLE, EFFICIENT, INTERCHANGEABLE, LONG-LASTING BATTERY FOR ALL

- The battery can be quickly and easily charged without being attached to the product.
- The battery is compatible with multiple appliances so the consumer can always have a fully charged battery to hand.
- The consumer benefits from fast charging and the battery magnetically attaches for easy on/off application.
- With up to 90 minutes of battery on a single charge, it reduces the need to charge frequency.

ALSO AVAILABLE

omniⁱ CHARGING DOCK

- **80% charge** in 30 minutes
- **100% charge** in 50 minutes



TOWER TRADE UP

Tower offers appliances to suit every type of consumer, catering to different needs and budgets.

GOOD



BETTER



BEST



PACKAGING AND ONLINE CONTENT

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



PRODUCT RANGE



T12082
12V CORDLESS
HAND BLENDER



T12083
12V CORDLESS
HAND MIXER



T12084
12V CORDLESS
PERSONAL BLENDER



T1208BAT
12V LITHIUM-ION
BATTERY



T1208DOC
CHARGING DOCK





**THANK YOU
FOR YOUR CONTINUOUS SUPPORT**



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