



Product Innovation through the Decades

1936 Inventor Fred Osius approaches Fred Waring, an entertainer with a mechanical engineering background, to seek support for his “disintegrating mixer.” Waring helps perfect the Waring Blender for consumer home and commercial use.

1937 Fred Waring introduces the first working blender called the “Miracle Mixer” at the National Restaurant Show in Chicago. The Waring Blender® name is adopted shortly thereafter. Some early blender models are also called the “Waring-Go-Round.”

1938 The blender is personally promoted nationwide by Fred Waring through radio shows and other venues, gaining strong retail presence. There are now 35,000 Blenders® at work in the finest restaurants, hotels, and bars across the country, despite increasing competition in the blender market. Fred Waring decides to change the spelling of Blender to Blender with an “e” to distinguish his blender from others in the marketplace.

1939 – 1941 With the strong endorsement of California health food authority Martin Pretorious, the Waring Blender becomes popular with nutritionists, doctors and hospitals. Cooperative promotion with leading rum producer, Ron Rico, helps make the frozen daiquiri a popular national drink.

1941 – 1945 Production of the Waring Blender halts during World War II.

1946 – 1953 Blender production resumes and the Waring product line expands with a variety of blender attachments and colors. Acceptance and use by such researchers as Dr. Jonas Salk (who used a Waring Aseptic Dispersal Blender® to prepare culture materials in developing the polio vaccine) dramatize laboratory and hospital uses. New York City hospitals use blenders to prepare diets and foods for infants. Production moves to Winsted, Connecticut.

1954 Waring Blenders reach the one million sales milestone.

1956 After various corporate affiliations and manufacturing arrangements, Waring Products becomes part of the Dynamics Corporation of America. Company headquarters move to New Hartford, Connecticut.

1960 – 1970 Waring wins the “Battle of the Buttons” with the industry’s first push buttons, solid state control, flash blend, timer blend control, and multi-push buttons. The debut of the Waring can opener kicks off a major product diversification plan for the company.

1970 – 1980 The Waring success story continues, as the Winsted plant expands and Waring purchases a new 72,000 square foot blender manufacturing facility in McConnellsburg, Pennsylvania in 1977. The product line now includes hand mixers, an automatic citrus juicer, coffee mill and coffee grinder.

1981 – 1984 Waring expands its product collection with the Under Cabinet Blender®/Can Opener and advanced Vortex Blenders. In 1984, the company acquires Acme Juicer Manufacturing Company (the “Rolls Royce” of juicers in the health food industry), giving Waring a strong international presence.

In the same year, Fred Waring dies, but his vision for a top quality blender lives on as Waring continues to roll out more innovative blenders for home and commercial use.

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1985 Waring launches a search for the nation's oldest Blendor®. A national marketing campaign produces thousands of letters, photos, anecdotes and various recipes. In the same year, Waring creates two product divisions – **Waring Pro™**, a consumer line of professional quality products; and the **Commercial Division**, which services the foodservice and laboratory industries. The company also has an international sales operation which markets Waring products in 86 countries.

1998 Conair Corporation, a leading manufacturer of personal care appliances and home products, acquires the Waring Products Division of Dynamics Corporation of America. Waring is a natural addition to Conair's extensive collection of globally recognized brands, such as Cuisinart, a leading manufacturer of culinary appliances, professional quality cookware and kitchen accessories.

2003 Waring builds on its product momentum and broadens its market reach to other kitchen electrics categories, such as deep fryers, food slicers, meat grinders and waffle makers.

2005 Waring enters the convection oven category for the first time and continues to add specialty products to its line, such as a professional knife sharpener, coffee urn and ice crusher.

The company also unveils a new look in its blender collection with the Waring Pro® RPM blender, featuring vintage styling taken directly from Waring's 1947 blender design archives. The blender is a testimony to the company's rich heritage in product innovation and features new technology with a "tachometer" that visually confirms blending speed. Waring supports the RPM blender with a national print advertising campaign.

2006 Waring continues to diversify with products that offer home cooks a host of options in home entertaining, from a wine chiller and buffet server to a hot dog griller.

2007 Waring launches the company's first electric martini maker, with a professional 20-ounce cocktail shaker and one-ounce measuring cap. The company also expands its product offerings in the wine chiller category with a cordless unit and double wine chiller. In addition, Waring unveils a professional induction cooktop, which brings the benefits of flameless cooking to the kitchen.

2008 The company is building on its momentum by entering three new categories with two popcorn makers, a yogurt maker and a cordless wine opener. Waring's Juicerator® with Pulp Eject System receives the Shape You 2008 Gear Award, sponsored by shapeyou.com, and the Waring Pro® Wine Chiller receives an honorable mention from KB Awards, sponsored by *Woman's Day Specials Kitchens & Baths*.

2009 Waring debuts a new, 1.3-lb. capacity deep fryer, which features an immersion-style heating element for fast heat-up and quick oil temperature recovery time.

2010 Waring unveils more than ten new products, including a Double Belgian Waffle Maker, a Programmable Coffeemaker, an Immersion Hand Blender and a Hand Mixer, further diversifying an already broad range of professional-quality home products.

2011 Waring introduces new products with a focus on traditional foods. The 6.5-Qt. Slow Cooker, 2- and 4-Slice Cool-Touch Toasters and the Professional Toaster Oven give consumers more ways to prepare easy and delicious home-cooked meals that the entire family will enjoy.

2012 This year marks the 75th anniversary of the introduction of the Waring Blendor®, the first blender in history, and an invention that brought an unprecedented level of convenience to food and beverage preparation. The company also debuts a bevy of new products, including a Professional Espresso Maker, two commercial-quality Food Slicers and the Breakfast Express™ Belgian Waffle/Omelet Maker.

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