

Chef'n Corporation | January 27, 2010

CleanGenuity rocks out in Rock Candy **Chef'n CleanGenuity collection now available in new color combination**

Seattle, WA – The Chef'n Corporation will launch its Rock Candy-colored CleanGenuity line at the International Home and Housewares Show in Chicago, Ill. March 13th-16th.

A longtime trendsetter in housewares color, Chef'n transformed its CleanGenuity collection using a bright shade of hot pink, affectionately known as Rock Candy. The newly vibrant CleanGenuity tools add a touch of playful cheer to the kitchen sink.

Here at Chef'n we believe that bold color has a place in the kitchen, which is why we place a high priority on the study and sampling of the latest color trends. Rock Candy is a fun, fresh color – a friendly reminder not to take ourselves too seriously. We complimented the Rock Candy CleanGenuity items with accents of Apricot and Wasabi. The result is a bold, eye-catching combination that livens up kitchen sink and makes doing the dishes a little more interesting. And when it comes to dishwashing, a little distraction goes a long way. Below are a few examples of the new color palette.



About CleanGenuity

CleanGenuity is an intelligent collection of cleaning tools that establish a new level of creativity and style in the category of kitchen cleanup. With smart 2-in-1 designs that make for efficient cleaning and organization, the CleanGenuity line compliments the Chef'n brand's already well-loved gadget, grind, tools and salad collections. The CleanGenuity Collection includes the Sudster Hand Brush and Scrubber, Sudster Wand Brush and Scrubber, Sudster Drinkware Scrubber, Sudster Sponge Station and CleanBase Sink Caddy.

The Chef'n logo, name and all products and product names mentioned in this release are the property of Chef'n Corporation.

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