

SMART Worldwide joins the exemplary list of Housewares Innovation Awards winners

SMART Worldwide took home a highly coveted Housewares Innovation Award at this year's ceremony, clinching the top spot in the Small Electricals Innovation category.

Last night the very best from across the housewares sector gathered to celebrate the successes of the past twelve months at the Housewares Innovation Awards, held at Birmingham's National Motorcycle Museum.

Organised by Housewares Magazine and its digital partner Housewareslive.net, in partnership with Spring Fair, the Awards recognise and reward the outstanding products, retailers and suppliers that make the sector so great.



On arrival guests were treated to an exclusive drinks reception, providing an opportunity to catch up with old industry friends, colleagues and potential clients ahead of the awards ceremony.

The evening was hosted by actor, presenter, writer and producer Ryan Philpott, who was joined by industry favourites – The Wine Show's Joe Fattorini and School of Wok founder Jeremy Pang.

Ahead of the awards presentations, sales & event manager Laurie Marrington noted the outstanding calibre of this year's competition: "This year we received a record number of entries and they truly raised the bar – which is great for the industry, but not so great for our judges who had to pick the winners!"



The full list of this year's winners and highly commended are available online at www.housewaresinnovationawards.co.uk.

While celebrating the successes of the industry, the Housewares Innovation Awards also took time to honour the vital work of The Rainy Day Trust. For 175 years, the charity has been providing financial assistance to individuals from the home improvement and enhancement sectors. A charity collection took place throughout the evening, the total of which will be revealed on the Housewares Innovation Awards website shortly.

The Housewares Innovation Awards were sponsored by Aspin, the British Home Enhancement Trade Association (BHETA), Brookes & Co, Creative Products, Creative Tops, David Mason Design, Dexam International, DKB Household, Dutch Creative Brands, The English Tableware Company, Gourmet Gadgetry, Harts of Stur, Home Hardware, Horwood, The International Housewares Association (IHA), Joseph Joseph, KitchenAid, KitchenCraft, Lakeland, Magimix, MJ Harradine Ltd, Potters Cookshop, PR Direct, School of Wok, Stax Trade Centres, SMART Worldwide Ltd, T&G, What More UK Ltd, Villeroy & Boch and The Rainy Day Trust.





WINNER

**THE SMALL ELECTRICALS
INNOVATION AWARD**



**SMART Bacon Express
SMART Worldwide**



FINALIST

**PRODUCT OF THE
YEAR AWARD**



**SMART Samosa 24 Deep Fill
SMART Worldwide**