

# Spectrum Brands

WE MAKE LIVING **BETTER** AT HOME™

## Cylon Toaster Platform Expansion – “Stormtrooper” 2S 4S Toasters (T2569/T4569 Replacement)

Breakfast Team



# Executive Summary

## Project Justification:




- Leverage our high-volume Cylon Platform (TR0012SS) to develop a plastic design with a modern, contemporary appearance to replace aging T2569/T4569 toasters.



Prior Model T2569/T4569






# 2S Toasters – Competitive landscape

			
Brand	BLACK+DECKER	Cuisinart	Cuisinart
SKU	TR0025B	CPT-620	CPT-320
Account		BBB	Kohl's
Retail	\$39.99 ✓	\$59.99	\$59.99
Extra Wide Slots	X	X	X
Bagel	X	X	X
Frozen/Defrost	X	X	X
Cancel	X	X	X
Reheat			X
Shade Settings	7	7	6
LED for Functions	X	X	X
High Lift	X	X	X
Crumb Tray	Drop Down	Removable	Drop Down
Cord Wrap/Storage	X	X	X
Main Finish	Black	Stainless	Stainless
Accent	Silver	Chrome	Black
Warranty	2 Year	3 Year	3 Year

## Main Customers:

- BBB - 44%
- Kohl's - 17%
- Amazon - 11%
- BJs - 11%
- AO - 17%

# 4S Toasters – Competitive landscape

			
Brand	BLACK+DECKER	Cuisinart	Cuisinart
SKU	TR0045B	CPT-640	CPT-142
Account		<b>BBB</b>	<b>Kohl's</b>
Retail	\$59.99 ✓	\$79.99	\$69.99
Extra Wide Slots	X	X	X
Bagel	X	X	X
Frozen/Defrost	X	X	X
Cancel	X	X	X
Reheat			X
Shade Settings	7	7	7
LED for Functions	X	X	X
High Lift	X	X	X
Crumb Tray	Drop Down	Removable	Drop Down
Cord Wrap/Storage	X	X	X
Main Finish	Black	Stainless	Black
Accent	Silver	Chrome	Chrome
Warranty	2 Year	3 Year	3 Year

## Main Customers:

- BBB - 32%
- Amazon - 25%
- Kohl's - 18%
- AO - 25%



# Stormtrooper Toaster – Consumer Validation

- The new design is less polarizing to consumers. Overall consumers feel the NEW design:
  - Is more modern and stylish
  - Is less traditional and old fashioned



	T2569 Current	T0025 New
This toaster is from a well-known brand	4.69	4.76
This toaster is easy to use	4.59	4.69
This toaster is reliable	4.23	4.35
This toaster is durable	4.24	4.3
This toaster design looks modern	4.18	4.49
This toaster looks stylish	4.15	4.32
This toaster design fits my home décor	4.03	4.09
This toaster is traditional	3.88	3.43
This toaster is a good value	3.58	3.74
This toaster is old fashioned	2.35	2.03

- Clean and simple design based on growing need for minimal aesthetics in kitchen spaces.
- Soft, matte texture applied to sides with gloss break on top to make easier to clean as well as elevate price perception.



Possible white option for future



# 2 Slice Toaster

SKU: TR0025B

- Extra wide self-centering slots  
*Fits most thicker artisan breads and bagels with ease*
- High-lift lever  
*Easily remove toasted foods from the slots*
- 7 toast shade settings  
*Whether you like it lightly golden or deeply browned, find your perfect level of toasted*
- Bagel, frozen and cancel functions  
*The illuminated Bagel and Frozen buttons let you easily choose the best toasting method*
- Pull out crumb tray  
*Skip the hassle and get mess-free toasting and easy cleanup*
- Cord wrap

**2 YEAR**  
Limited Warranty

**BLACK+DECKER**



Season  
SS23

# 4 Slice Toaster

SKU: TR0045B

- Extra wide self-centering slots  
*Fits most thicker artisan breads and bagels with ease*
- High-lift lever  
*Easily remove toasted foods from the slots*
- 7 toast shade settings  
*Whether you like it lightly golden or deeply browned, find your perfect level of toasted*
- Bagel, frozen and cancel functions  
*The illuminated Bagel and Frozen buttons let you easily choose the best toasting method*
- Pull out crumb tray  
*Skip the hassle and get mess-free toasting and easy cleanup*
- Cord wrap

**2** YEAR  
Limited Warranty

**BLACK+DECKER**



Season  
SS23