



Duramax - OPP Blender Platform

Global Food Prep Team



Executive Summary

Project Justification:

- Develop a new **opening price point platform** of blenders
- Refresh and consolidate the BL2010 platform (NA) and LicuaMax platform (LATAM).
- This new platform will improve profitability and allow us to compete at the \$19.99 price point in the US.
- It will focus on our brand's heritage of **durability and performance**.
- Platform will **expand its distribution** throughout the Americas with Plastic and Glass Jars, piano buttons, and plastic and metallic housing.
- The **biggest opportunity for growth** lies within food prep and the jug blending sub-category, most notably blenders which have two additional mill attachments.



Blenders Portfolio

Good



BL2010

Licuamax



Duramax

Better



PowerCrush

Helix



Digits



Digits+

Best



Quiet



PowerCrush 5-in-1

Market Opportunity (NA)

SKU NUMBER	BL2208PB	BL2208PX-1	BL2208GB	BL2208GBC	BL2208GX	BL2208GX-1
Retail	\$19.99	\$24.99	\$24.99	C\$69.99	\$29.99	\$29.99
RTB	6 Tip Blade Ice Crushing	6 Tip Blade Ice Crushing	6 Tip Blade Ice Crushing	6 Tip Blade Ice Crushing	6 Tip Blade Ice Crushing	6 Tip Blade Ice Crushing
Jar Material	Plastic	Plastic	Glass	Glass	Glass	Glass
Customer	WM	Amazon	Target	CAN: CTC, WM, Amazon	Macys/BBB	Amazon
PRIOR PLATFORMS	Incremental	BL2010BP-1 BL2010BPA	Incremental	BL2010BGC	BL2010BG BL2013GG	BL2010BG-1

8 Speed/700 Watts Blender

SKU: BL2208PB

The stainless steel 6-tip blades blend at multiple levels to ensure efficiency and blending power.

6-Tip High Performance Blades

- Stainless steel blades shred ice into snow, purees food fast, and handles the toughest jobs

700 Watts Of Ice Crushing Power

- Easily pulverize, blend, puree, mix,...in seconds

8 Speeds + Pulse

- All the power and control you need for precision blending

7 Cup (56 ounce) ergonomic jar

- Easy to read level markings, Ergonomic Handle, and easy to remove lid

Dual Opening Lid

- Easy Pour lid with pour spout and ingredient slot

Additional Features

- Removable Blades for Easy Cleaning
- Dishwasher Safe Parts
- Slip Resistant Rubber Feet
- Cord Storage

2 | **YEAR**
Limited Warranty

BLACK+DECKER™



MAXIMUM POWER
CRUSHING, MIXING
AND GRINDING

POWERFUL 6-TIP BLADE



8 Speeds + Pulse

Find the perfect blending power for everything from sauces to smoothies with 8 speed settings

Suggested Retail
\$19.99

Feature Comparison – Duramax \$19.99



	Hamilton Beach 50190	Black + Decker Duramax
Retail	\$19.96	\$19.96
Wattage	650	700 ✓
Blade	4 Tip	6 Tip ✓
Removable Blades		X ✓
Jar Material	Plastic	Plastic
Jar Capacity	56 oz	56 oz
Speeds	10	8
Pulse	X	X
Dual Opening Lid		X ✓
Warranty	3Y	2Y

8 Speed/700 Watts Blender

SKU: BL2208GB

The stainless steel 6-tip blades blend at multiple levels to ensure efficiency and blending power.

6-Tip High Performance Blades

- Stainless steel blades shred ice into snow, purees food fast, and handles the toughest jobs

700 Watts Of Ice Crushing Power

- Easily pulverize, blend, puree, mix,...in seconds

8 Speeds + Pulse

- All the power and control you need for precision blending

6 Cup (48 ounce) ergonomic jar

- Easy to read level markings, Ergonomic Handle, and easy to remove lid

Dual Opening Lid

- Easy Pour lid with pour spout and ingredient slot

Additional Features

- Removable Blades for Easy Cleaning
- Dishwasher Safe Parts
- Slip Resistant Rubber Feet
- Cord Storage

2 YEAR
Limited Warranty

BLACK+DECKER



PERFECTPOUR™ Glass Jar Durable heavy duty glass jar with molded spout for easy, spill-free pouring

MAXIMUM POWER
CRUSHING, MIXING
AND GRINDING

POWERFUL 6-TIP BLADE



Suggested Retail
\$24.99

Feature Comparison – Duramax \$24.99



	Oster BLSTCP-B00-000	Black + Decker Duramax
Retail	\$24.99	\$24.99
Wattage	700	700
Blade	4 Tip	6 Tip ✓
Removable Blades	X	X
Jar Material	Plastic	Glass ✓
Jar Capacity	48 oz	42 oz
Speeds	5	8 ✓
Pulse	X	X
All-Metal Drive	X	
Dual Opening Lid		X ✓
Warranty	3Y	2Y

ID Concept Development



- Explored variety of interface types to stand out on shelf
- Refined and incorporated distinctive edge buttons
- Visually dynamic part line using two-part housing
- Precise design and surface texturing creates visual complexity above other OPP blenders