



Sunbeam...  
Life just  
got easier.



*Sunbeam*®



For over 100 years, the Sunbeam® brand has offered families practical solutions for their everyday living. Through generations, the brand has introduced innovative products that simplify busy lifestyles. The Sunbeam brand prides itself on understanding consumers needs and offers products throughout the home that are easy to use and affordable.

Sunbeam products can be found in almost every room in the house on small kitchen appliances, irons, bedding, humidifiers, vaporizers, heating pads, hair care, air conditioners, and outdoor lighting, among other products.

## BRAND VISION

The Sunbeam® brand provides moms who seek a no-nonsense, efficient approach to managing their households with practical, uniquely designed appliances they can trust to perform within the “real world” context of their lives.

## BRAND ATTRIBUTES

- Easy To Use
- Convenient Solutions
- Family Friendly
- Time Saving
- Great Value
- Affordable Appeal

Find the latest info  
at [www.sunbeam.com](http://www.sunbeam.com)

## TARGET CONSUMER

- Women heads of households, 18-54
- Time stressed moms with children at home
- Value conscious consumer - looking for products that they can trust to perform
- Brand reaches across all generations

## SHINING PROFILE

- In total kitchen appliances, Sunbeam brand share increased 19.2% in dollar share versus prior year.\*
- The Sunbeam brand had nearly universal brand awareness.\*\*
- Sunbeam irons rank 3rd in dollar volume and 2nd in unit volume compared to competitive iron brands.\*
- Sunbeam irons dollar volume grew 14.5% versus the prior year.\*
- Sunbeam brand is the most highly recognized brand in heated bedding products.\*\*\*
- Active and effective PR programs keep the Sunbeam brand “in the news”.



\*Source: 2009 NPD Consumer Panel Data

\*\*Harris Poll; Small Kitchen Appliances 2009

\*\*\*Debra Hartman & Assoc. Market Research, October 2009

## LICENSING OPPORTUNITIES AVAILABLE

We are looking to build strong license and retail alliances that will benefit from the value of the Sunbeam brand and deliver the trusted brand experience to consumers.

For licensing opportunities, contact:  
Global Icons  
310-820-5300  
[www.globalicons.com](http://www.globalicons.com)

