SOLVE A PROBLEM?
RATE 7, 6, OR 5

NO

YES

BELIEVABLE?
RATE 7, 6, OR 5

NO

YES

UNIQUE?
RATE 3 OR 2

NO

YES

WOULD BUY AT ONE OF FIVE PRICE POINTS?
RATE 7, 6, OR 5

NO

A BUYER
CORDLESS/RECHARGEABLE APPLIANCE CENTER

- Cordless, rechargeable appliance center comes with a heavy duty 3 speed hand mixer and 3 recharging receptacles for a knife, can opener, and pot and pan scrubber.

- No additional charging stands are required for the additional appliances.

- Beaters, knife blades or scrubbing pads store in center area.

- One cord runs to outlet to charge all units attached to the appliance center.

- Stand rotates on base for easy access to appliances.

- 3 year limited warranty.
HOT AIR FRENCH FRY COOKER

- Cooks French fried potatoes faster than deep frying and with substantially less oil.
- French fries absorb only 2% by weight of oil versus 18% to 20% by weight for deep frying.
- Cooks 1 lb. of fresh cut fries in eight minutes. Cooks 1 lb. of frozen fries in six minutes.
- No preheating required, easy to clean, no oil to save and no oil fume problems.
3 IN 1 CORDLESS/RECHARGEABLE APPLIANCES

CARVING KNIFE * CAN OPENER * MIXER

- One heavy duty, lightweight power unit runs three attachments bringing cordless convenience to the kitchen.
  - Hand mixer - will mix eight dozen chocolate chip cookies.
  - Carving knife - will carve 3 - 15 lb. turkeys.
  - Can opener - will open over 50 cans.
- One plug goes to the outlet to charge the power unit.
- Hand mixer has beaters and a whisk.
- Knife blades are stainless steel for durability.
- Can opener has power pierce and automatically stops when can has been opened.
- One handy storage unit holds the power unit and all attachments.
- 3 Year limited warranty.
HEATED MOIST TOWEL DISPENSER

- Heats and dispenses moist towelettes. Useful for cleansing infants, removing make-up, etc.
- Towelettes for various special uses are available in cartridge form and are easily loaded into dispenser.
- Allows dispensing of as much cloth as necessary and cuts off the piece.
- Can be mounted on wall.
CORDLESS/RECHARGEABLE APPLIANCE CENTER

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- No additional charging stands are required for the additional appliances.
- Beaters, knife blades or scrubbing pads store in center area.
- One cord runs to outlet to charge all units attached to the appliance center.
- Stand rotates on base for easy access to appliances.
- 3 year limited warranty.

THINGS LIKED BY 10% OR MORE:

47% All in one stand/one cord
34% Compact
16% Various uses
13% Cordless
13% The warranty/3 year warranty
11% Pot and pan scrubber
11% Rotates for easy access

THINGS DISLIKED BY 10% OR MORE

14% Serves no useful purpose

PERCENT AGREEING:
59% Solves problem
83% Is believable
86% Is unique

CLASSED AS BUYERS:
45%

PERCENT OF BUYERS BUYING AT:

37% $59.99
18% 49.99
19% 39.99
14% 29.99
12% 24.99

AVERAGE BUYING PRICE:

$45.87

69% Nothing disliked
HOT AIR FRENCH FRY COOKER

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- French fries absorb only 2% by weight of oil versus 18% to 20% by weight for deep frying.
- Cooks 1 lb. of fresh cut fries in eight minutes. Cooks 1 lb. of frozen fries in six minutes.
- No preheating required, easy to clean, no oil to save and no oil fume problems.

**Percent Agreeing:**
- 54% solves problem
- 61% is believable
- 82% is unique

**Classed as Buyers:**
- 20%

**Percent of Buyers Buying At:**
- 28% $79.99
- 8  $69.99
- 0  $59.99
- 28  $49.99
- 36  $39.99

**Average Buying Price:**
- $56.39

**Things Liked by 10% or More:**
- 62% uses less oil
- 32  Cooks faster than deep fry/cooks in eight minutes
- 29  Easy to clean
- 17  Absorbs only 2% of the oil
- 10  No pre-heating

**Things Disliked by 10% or More:**
- 13% The price
- 12  Serves no useful purpose

13% Nothing liked

61% Nothing disliked
3 IN 1 CORDLESS/RECHARGEABLE APPLIANCES
CARVING KNIFE - CAN OPENER - MIXER

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- Knife blades are stainless steel for durability.
- Can opener has power pierce and automatically stops when can has been opened.
- One handy storage unit holds the power unit and all attachments.
- 3 Year limited warranty.

3 CORDLESS/RECHARGEABLE APPLIANCES IN ONE
CARVING KNIFE/CAN OPENER/MIXER

PERCENT AGREEING:
66% Solves Problem
88% Is Believable
76% Is Unique

CLASSED AS BUYERS:
35%

PERCENT OF BUYERS BUYING AT:
20% $99.95
11 84.95
11 72.95
31 59.95
31 49.95

AVERAGE BUYING PRICE:
$67.95

THINGS LIKED BY 10% OR MORE:
51% Cordless
28 Convenient
16 Compact
15 Makes a nice gift
15 One plug to outlet for charging
13 Storage unit
16% Nothing liked

THINGS DISLIKED BY 10% OR MORE
63% Nothing disliked
HEATED MOIST TOWEL DISPENSER

- Heats and dispenses moist towelettes. Useful for cleansing infants, removing make-up, etc.
- Towelettes for various special uses are available in cartridge form and are easily loaded into dispenser.
- Allows dispensing of as much cloth as necessary and cuts off the piece.
- Can be mounted on wall.

HEATED MOIST TOWEL DISPENSER

PERCENT AGREEING:
23% Solves Problem
71% Is Believable
77% Is Unique

CLASSED AS BUYERS:
14%

PERCENT OF BUYERS BUYING AT:
24% $44.99
6 39.99
12 34.99
47 29.99
12 24.99

AVERAGE BUYING PRICE:
$34.11

THINGS LIKED BY 10% OR MORE:
13% Heats and dispenses
13 Mounts on wall
10 Nice for mothers/cleaning infants

THINGS DISLIKED BY 10% OR MORE
43% Serves no useful purpose

49% Nothing liked

45% Nothing disliked