











reddot design award best of the best Winner 2011 - Pie™



#### reddot design award

Winner 2012 - Twist™
Winner 2012 - Nest Utensils™
Winner 2010 - Y-Grinder™
Honourable Mention 2010 - Hands On™
Winner 2009 - Nest 8™
Winner 2008 - Folding Colander

#### DESIGN **PLUS**

Winner 2011 - Pie™ Winner 2010 - Y-Grinder™ Winner 2010 - Hands On™ Winner 2009 - Nest 8™



Winner 2012



Winner 2012 - Nest\* 9 Plus Highly Commended 2012 - Arena™ Winner 2011 - Pie™ Highly Commended 2011 - Rocker™ Winner 2010 - Hands On™ Highly Commended 2010 - Y-Grinder™ Winner 2008 - Index™



Winner 2012 - No-spill M



Winner 2012 Innovation Award Winner 2011 Innovation Award Winner 2009 Innovation Award Winner 2009 - Nest 8™ Winner 2008 Cutting Edge Award - Index™



Winner 2009 Kitchenware - Nest 8™ Winner 2009 Food Preparation - Folding Colander INTRODUCTION SPRING 2013 01

velcome to the Joseph Joseph Spring 2013 Product Collection. This season sees the launch of a host of new designs and key product updates that promise to cement the brand's reputation for creating innovative, contemporary kitchenware.

Taking its cue from the season of renewal, the Utility category is renamed as Cleaning & Organisation to better reflect the diversity of these products and to encompass a significant launch of new designs that will make this one of the brand's most comprehensive ranges so far. Joseph Joseph's commitment in this category is in recognition of its success in this area already and the confidence in these new products. Highlights include a striking soap pump design with hygienic benefits over conventional soap dispensers and an easy-tear kitchen roll holder.

Kitchen tools continue to inspire practical, stylish solutions with new products in the Elevate<sup>™</sup> and Scoop<sup>™</sup> ranges, alongside a brand new folding herb chopper design which deals neatly with the problem of storing sharp blades in kitchen drawers.

The demands of efficient food preparation and serving are equally well met with several new products that look and function beautifully, either in the kitchen or on the table, and then store conveniently away. As ever, Joseph Joseph's chopping board designs set the bar for this category blending impeccable style with highly practical features.



Varied as all these designs are, they go a long way in defining and reinforcing what makes Joseph Joseph's products so appealing – strong functional benefits, outstanding design and superior quality and value.

It has been an exciting twelve months for the brand, with a range of major product launches and its continued expansion around the world. This has culminated in Joseph Joseph's products now being available in 82 markets worldwide and the company being awarded several national and international awards for innovation and business.

Founded in 2003 by twin brothers Antony and Richard Joseph, the company comprises a team of highly skilled and passionate individuals on both sides of the Atlantic. Their unique ability to match form and function with a playful sense of style and colour, continues to earn the brand global recognition, industry awards and a place in the Sunday Times Fast Track 100 - the definitive list of the UK's fastest growing companies. They were also recently awarded the prestigious Ernest and Young Entrepreneur of the Year Award for Innovation and proudly accepted this on behalf of their team.

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**04** CLEANING & ORGANISATION

#### Wash&Drain<sup>™</sup>

Dishwashing bowl with straining plug

Designed by Morph Design registered

This basic piece of kitchen equipment is given a stylish and practical update with this smart, thoughtful design. It has an integrated plug which means water can be quickly drained away, eliminating the problem of lifting and emptying a heavy bowl. The plug can also be set to strain the water for food particles, allowing them to be easily disposed of and helping to prevent sink blockages.

Its steep sides help keep water and soapsuds safely inside and large carry handles mean it can be easily carried, if required. Perfect for use in the sink or for washing dishes anywhere.

Hand wash only.





Simply twist plug to drain or strain water



Easy to carry



(85055)

Wash&Drain™ - White





(85059)



(85060)





NEW

Single-handed soap dispenser

Designed by Chauhan Studio Design registered

The unique design of this soap pump means that it can be easily operated with the back of one hand, helping to keep the top of the pump head cleaner and more hygienic. Simply place the hand into the C-shaped opening and press down firmly to dispense soap onto the fingers or into the palm of the hand.

The unit has a non-slip base, a soap-level indicator window on the reverse and is easy to fill and clean. Suitable for all types of liquid hand soap.

Wash and dry by hand.















**Dimensions** 31 x 30 x 20 cm **Dimensions** 8.5 x 8.5 x 19 cm



06 CLEANING & ORGANISATION

### Flip™ Double-sided draining board

Designed by Studio17 Design Design registered

This clever, reversible design allows you to drain the washing up virtually anywhere and is perfect for creating additional draining space when required. Both sides of the board have sloping ribs that prevent water being trapped in the mouths of upturned cups and bowls. On one side an integrated spout allows water to be drained directly into the sink, but when the board is flipped the design captures the excess water, trapping it at the opposite end for draining later. Non-slip feet on both sides keep the unit firmly in place on the work surface.

Dishwasher safe.

# Flume™ Folding draining mat

Designed by Studio17 Design Design registered

This stylish mat provides a soft rubber surface for draining a variety of cups, glasses and bowls, and is perfect for creating extra draining space when required. Its distinctive, concentric design and sloping base prevent water being trapped in the mouths of upturned cups and bowls and help direct water to the central channel, from where it can be easily drained.

By simply picking up the corners either side of the central channel, the mat will naturally fold, allowing water to be accurately poured away.

SPRING 2013 **07** 

Dishwasher safe.





Drains water directly into sink



Flip board over



Captures water for draining later



Flip™ - White (85013)



Flip™ - Grey (85014)



**Dimensions** 39.5 x 37 x 3 cm



Creates additional draining space



Fold to easily drain water away



Flume™ - Dark Grey (85012)

**Dimensions** 31 x 31 x 1 cm

# Arena<sup>™</sup> Self-draining dishrack

Designed by Studio17 Design Design registered



The innovative, compact design of this stylish dishrack provides lots of space for draining and storing plates, bowls, cups, glasses and utensils.

Unlike other dishracks, it has flexible ribs that hold crockery securely in place, helping to prevent chips and scratches whilst drying.

The distinctive, concentric design and sloping base, channel water away quickly and efficiently and the integrated spout enables it to be drained directly into the sink. Extra-large utensil holders also ensure Arena<sup>™</sup> is as practical as it is stylish.

Wash by hand.



Arena™ Green/Green (85001)



Arena™ White/Green

(85002)







Arena™ Dark Grey/Grey (85003)



Spout allows water to be drained directly into sink

08 CLEANING & ORGANISATION SPRING 2013 **09** 

# Easy-Tear™

Kitchen roll holder with tearing blade

Designed by Goodwin Hartshorn Design registered

This innovative product makes the task of tearing off paper towels much easier, particularly one handed. The design incorporates an upright tearing blade that provides a convenient edge against which to tear and its heavyweight, non-slip base provides added stability and excellent resistance when each sheet is pulled. Its self-adjusting mechanism fits a variety of kitchen roll sizes and ensures the roll is always held securely in place no matter

how many sheets are left. The top of the tearing blade also provides a convenient carrying point, so the unit can be easily transported to wherever paper towels are required.

Wipe clean with a damp cloth.





Align perforations against upright tearing blade and pull firmly





Self-adjusting mechanism holds roll



Easy to move and carry



firmly in place



Designed by Morph Design registered

NEW

This simple but effective product provides a convenient place to rest cooking utensils during use, helping to keep work surfaces cleaner and more hygienic. However, unlike conventional spoon rests, utensils stand upright in the design which saves space on the work top and allows any mess to drain down into the sturdy non-slip base, where it is neatly collected.

Dishwasher safe.









(85058)



SpoonBase™ - White (85057)

**Dimensions** 8.5 x 8.5 x 16 cm





**Dimensions** 17.5 x 17.5 x 3 cm







#### Sink Aid<sup>™</sup>

Self-draining sink tidy

Design registered

This stylish design provides organised storage for a variety of washing-up equipment and, because it sits neatly inside the sink, any excess water or soap drains conveniently away. The design incorporates a rubber dish-brush grip, a sponge-draining compartment and a dishcloth hanging-rail.

Perfect for where space around the sink is limited, the whole unit can be dismantled for easy cleaning.

Dishwasher safe.



Designed by Studio17 Design Design registered The washing up has never been so organised, with this highly practical design. The main body of the unit provides ample space for storing a washing-up liquid bottle and brush, and the integrated rail provides hanging and drying space for damp dishcloths.

A large draining plate within the base creates a dedicated area for placing wet sponges, and the concealed reservoir beneath the unit collects any drained water ready for disposal. The entire unit can be dismantled for easy cleaning.

Dishwasher safe.





Attaches securely inside sink



Dismantles for easy cleaning





Caddy™ - White/Green **(85023)** 



Caddy™ - Dark Grey/Grey (85024)







Caddy™ - Dark Grey/Grey (85022)





**Dimensions** 21 x 13 x 11.5 cm Dismantles for easy cleaning

**Dimensions** 19.5 x 13.5 x 11 cm

12 CLEANING & ORGANISATION SPRING 2013 **13** 

#### **DrawerStore**<sup>™</sup>

Expandable drawer organisers

Designed by Studio17 Design Design registered

DrawerStore<sup>™</sup> is a co-ordinated range of products that provide organised storage solutions for the kitchen drawer. Each product in the range is tailored to a specific storage function, but all share the same twin-tray design which means they can be expanded and finely adjusted to fit a variety of drawer sizes.

All DrawerStore™ products are suitable for hand washing only.

Most homes seem to have one drawer that holds a miscellany of household items such as batteries, scissors, paperclips and pens. DrawerStore™ Organiser is perfect for keeping these items neatly organised as it has a variety of differently sized compartments and a

handy, moveable storage tray for small,

loose objects. Fits drawer sizes from 34 cm (13.5") up to 53.5 cm (21").





DrawerStore™ Organiser - Green (85045)



DrawerStore™ Organiser - Grey

**Dimensions** Closed 36.5 x 34 x 5.5 cm Expanded 36.5 x 54 x 5.5 cm



**Dimensions** Closed 36.5 x 34 x 6.5 cm Expanded 36.5 x 54 x 6.5 cm

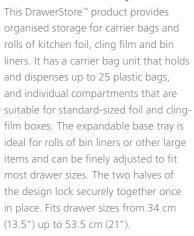
DrawerStore™ Stowaway - Green (85043)

**DrawerStore**™ Cutlery Tray

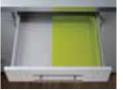


DrawerStore™ Stowaway - Grey (85044)

#### **DrawerStore**<sup>™</sup> Stowaway







1. Place base tray in corner of drawer



2. Insert top tray and push down to lock

Organise messy cutlery drawers with this practical and smart storage solution. The two halves of the tray can be finely adjusted to fit a variety of drawer sizes and lock securely together once in place. The design provides four deep-sided compartments for holding cutlery, a utensil area for knives or larger kitchen tools and a handy, moveable storage dish for small, loose items. Fits a wide range of drawer sizes from 29 cm (11.4") up to 48 cm (18.9").





DrawerStore™ Cutlery Tray - Green (85041)



DrawerStore™ Cutlery Tray - Grey (85042)



**Dimensions** Closed 36.5 x 28.3 x 5.5 cm Expanded 36.5 x 48 x 5.5 cm

### Segment™

Utensil pot with dividers

Designed by Studio17 Design Design registered Keep all your essential kitchen tools on hand with this stylish utensil pot. Its angled, segmented design provides separate compartments for organised storage, preventing tools becoming tangled and difficult to remove when required.

Its large capacity is ideal for storing a variety of spatulas, spoons and turners and the case and divider section can be separated for easy cleaning.

Dishwasher safe.





Segment™ - White/Green (85031)



Segment™ - Dark Grey/Grey (85032)



Unit separates for easy cleaning





#### **Elevate**<sup>™</sup> **Wood Kitchen Tools**

with integrated tool rests

Concept by Gillian Westley Designed by Derek Roberts Design registered



The Elevate™ range of kitchen tools is designed to improve hygiene and minimise the mess made by placing utensils onto kitchen surfaces during use. Each tool has an innovative weighted handle with an integrated tool rest, ensuring that, when an Elevate™ utensil is placed down, its head is always raised off of the work surface.

This stylish, new version combines the natural look and qualities of beech wood with the beautiful feel and heat-resistant qualities of silicone. Available in a range of tools, the non-scratch, non-reactive heads are perfect for all types of cookware and the handles are heat-resistant up to 270°C/520°F.

Wash and dry by hand.





#### **Elevate**<sup>™</sup> Kitchen Tools with integrated tool rests

Concept by Gillian Westley Designed by Derek Roberts Design registered

The Elevate<sup>™</sup> range of kitchen tools has been specifically designed to improve hygiene and minimise the mess made by placing utensils onto kitchen surfaces during use.

Each tool has an innovative, weighted handle with an integrated tool rest, ensuring that when an Elevate™ utensil is placed down, its head is always raised off of the work surface.

The Elevate<sup>™</sup> range comprises a variety of essential kitchen tools, including spoons, turners, tongs and spatulas. Perfect for use with non-stick cookware, their non-scratch heads are heat-resistant up to 240°C/480°F and all tools are dishwasher safe.

Elevate™ tools are available individually or in a variety of colourful sets, all stylishly boxed making them perfect gift ideas.



The Elevate™ Carousel Set comprises 6 tools from the range with a specially designed rotating storage stand. Made from tough ABS plastic and with a non-slip rubber base the unit is perfect for storing on the kitchen worktop, next to the cooker. Simply twist the knob at the top to rotate the carousel for easy tool selection.



(10004)





Elevate™ Carousel Tool Set Contains rotating storage stand plus 6 tools: Slotted Spoon Spaghetti Server Solid Spoon Slotted Turner Flexible Turner Ladle Dimensions: 34 x 23 x 23 cm



Spaghetti Server - Orange Dimensions: 30 x 7 x 7 cm (MELSPC0100SW)



Dimensions: 30 x 7 x 7 cm (MELSLS0100SW)



(10027)

(MELSS0100SW)



Skimmer - Dark Blue Dimensions: 32 x 11 x 7 cm

(10010)



Ladle - Yellow Dimensions: 30 x 9 x 8 cm (MELLAD0100SW)



(ELSLT0100SW)



Flexible Turner - Blue Dimensions: 30 x 5 x 7 cm (MELFLT0100SW)









Elevate™ Spatula - Small Dimensions: 26 x 4 x 3 cm (10001)



Elevate™ Spatula - Large Dimensions: 28 x 5 x 3 cm (10002)





Elevate™ Spoon Spatula Dimensions: 27.5 x 5.5 x 3 cm (10003)







Elevate™ Jar Spoon Dimensions: 24 x 2.5 x 3.5 cm

(10007)



Dimensions: 25 x 3.5 x 3 cm





Dimensions: 34.5 x 3 x 2.3 cm (10009)





Elevate™ Tongs Large -Dark Grey/Green Dimensions: 30.5 x 3.5 x 6 cm

(ELTG0100SW)



Elevate™ Tongs Large -Light Grey/Red Dimensions: 30.5 x 3.5 x 6 cm

(ELTW0100SW)



Small free-standing merchandiser Suitable for use with all hanging product 33 x 22.5 x 43 cm

(99985)

# **Elevate**<sup>™</sup> **Knives** with integrated knife rests

Concept by Gillian Westley Designed by Derek Roberts Design registered The Elevate™ range of kitchen tools has been specifically designed to improve hygiene and minimise the mess made by placing utensils onto kitchen surfaces during use. Each tool has an innovative, weighted handle with an integrated tool rest, ensuring that when an Elevate™ utensil is placed down, its head is always raised off of the work surface.

These new Elevate™ Knives are all made from stainless-steel and have non-stick, silicone-coated blades and comfortable, ergonomic handles. They are available individually with their own protective storage sheath or as a set of six with a stylish, rotating knife block.





The Elevate™ Knives Carousel Set is extremely sturdy with a non-slip base and universal, magnetic knife slots that hold the knives securely in place when stored. This innovative design means that any Elevate™ knife can be stored in any slot, regardless of blade length.

Knives - wash and dry by hand Carousel - wipe clean with a damp cloth







4¼" Serrated knife (10072)



(10073)





8" Bread knife (10076)



Hanging packaging includes protective knife storage sheath



Stylish gift-box packaging for Elevate™ Knives Carousel Set



Elevate™ Knives free-standing merchandiser Suitable for use with all Elevate™ Knives hanging packaging 35 x 23 x 42 cm (single unit)

#### (99952)



Elevate™ Knives Carousel Set acrylic display case 22 x 22 x 40 cm (99951)

#### **Nest<sup>™</sup> Utensils**

Compact kitchen tool set

Designed by Studio17 Design Design registered



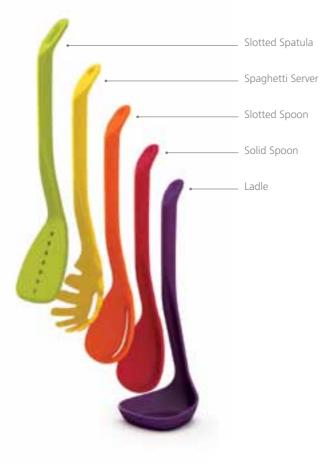
red<mark>dot</mark> design award winner 2012 Nest™ is the ultimate collection of practical, space-saving kitchenware comprising a unique range of food preparation sets. Their innovative design allows the individual elements within each set to be stacked perfectly together, thereby occupying the absolute minimum amount of space.

Nest<sup>™</sup> Utensils comprises five essential kitchen tools in a compact, self-supporting

design which eliminates the need for an additional utensil pot. The set contains a slotted spatula, spaghetti server, slotted spoon, solid spoon and a ladle. When nested the tools are held securely in place by small magnets in the handles. Made from toughened nylon, all tools are heat-resistant up to 240°C/464°F.

Dishwasher safe.







Nest™ Utensils Multi-colour (10061)





#### Jumbo Turner<sup>™</sup>

with serrated cutting edge

Designed by Morph Design registered This oversized kitchen utensil makes handling large or awkward foods easy. Perfect for lifting and turning large fish or meat fillets, fried eggs and pancakes, it also has a sharp, serrated cutting edge for dividing food into smaller portions before serving.

Made from toughened nylon, it's suitable for use with non-stick cookware and heat-resistant up to 240°C/480°F.

Dishwasher safe.





# Uni-tool<sup>™</sup>

The 5-in-1 kitchen utensil

Designed by Derek Roberts Design registered If you're tired of searching through the kitchen drawer for the correct utensil, or simply want to reduce clutter, Uni-tool™ is the perfect solution. The ultimate in space-saving design, Uni-tool™ is five

utensils in one. Made from tough nylon and silicone, it is safe for use with non-stick cookware and heat-resistant up to 240°C/480°F. Dishwasher safe.



1. Slotted spoon





3. Cutting tool



4. Solid spoon



5. Spatula



2. Turner



Suitable for use with small free-standing merchandiser 33 x 22.5 x 43 cm (99985)

**Dimensions** 33 x 11 x 10 cm

Tonal Grey

(10063)

24 KITCHEN TOOLS

# **Scoop**<sup>™</sup> Colander

Designed by Morph Design registered This simple kitchen utensil allows you to quickly and efficiently scoop and drain food straight from a pan or oven dish. Perfect for deep-frying, it eliminates the need to drain hot liquids from heavy pans before removing food. It's also versatile enough for use as an everyday serving utensil.

Heat-resistent up to 240°C/464°F and available in two practical sizes.

Dishwasher safe.

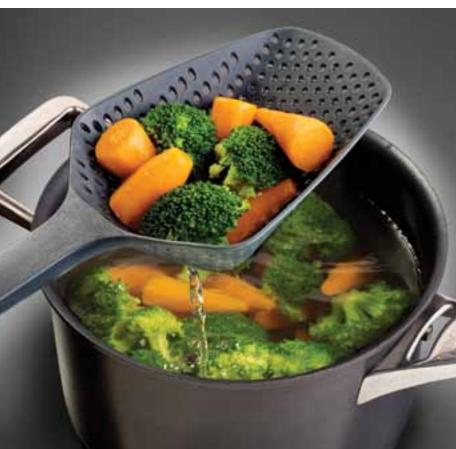


Designed by Morph Design registered

NEW

This new addition to the popular Scoop™ range of utensils is perfect for scooping, draining and serving cooked vegetables straight from a hot pan. It is heatresistant up to 240°C/480°F and suitable for all types of cookware.

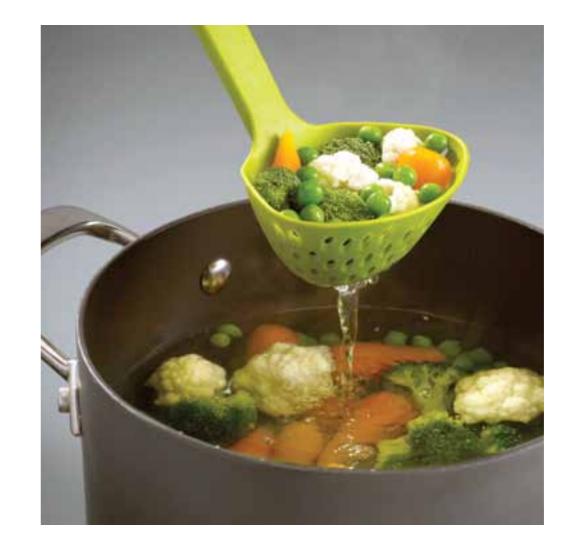
Dishwasher safe.















26 KITCHEN TOOLS

# **Scoop**<sup>™</sup> with measurements

Designed by Morph Design registered Now you can scoop and measure dry foods and liquids with ease using this dedicated kitchen tool. Its large scoop head has metric and imperial measurements clearly moulded inside, a long handle for comfort and a hanging hole for convenient storage.

Ideal for taking quick, approximate scoops direct from large containers such as rice or flour sacks, this handy utensil can also be used as a conventional serving spoon.

Dishwasher safe.



Metric and imperial measurements clearly marked



Scoop and measure from large packs



Measure directly over a pan



Scoop™ with measurements - Green (10042)



**Dimensions** 30 x 10 x 4.5 cm



#### Mezzaluna

Folding herb chopper with integrated blade guard

Designed by Goodwin Hartshorn Design registered Taking its name from the Italian word for 'half moon', this traditional utensil for chopping herbs is updated with a design that is both safer and more compact than the original. It has pivoting handles and a sharp stainless-steel blade that slices through fresh herbs and garlic with ease.

After use the handles can be folded back over the blade making it perfect for storing in a drawer.

Wash and dry by hand.









Handles fold to create blade guard



Safe and compact when folded



Mezzaluna - Light Grey (10078)



Mezzaluna - Green (10079)

**Dimensions** Folded 18 x 5 x 2 cm Open 18 x 13 x 2 cm



# **Compact Herb Chopper**

Designed by Damian Evans Design registered

This stylish design comprises a non-slip chopping unit and a double hachoir, in one. Simply remove the cutter, chop on the gently curved cutting surface and then safely store the blade back in the compartment.

Suitable for chopping all kinds of herbs, garlic, ginger, nuts and chocolate.

Dishwasher safe.

# Rocker™

Garlic crusher

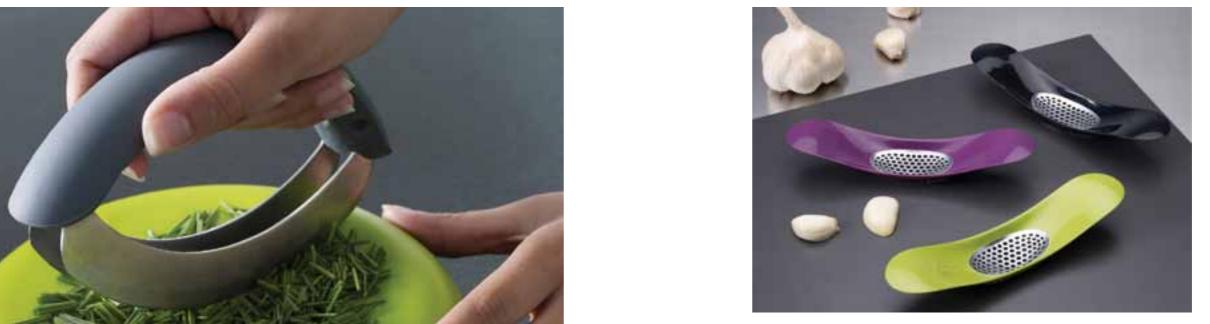
Designed by Goodwin Hartshorn Design registered

By using downward pressure and a 'rocking' motion, this stylish tool breaks up garlic cloves quickly and easily, forcing the pieces up through the array of small holes in its base.

The crushed pieces are then held in the curved design, allowing them to be spooned or scraped conveniently into a pan or bowl.

Additional cloves can also be crushed at this stage before emptying. Rocker™ is easy to clean under running water but is also dishwasher safe.

Available in a range of colours or in brushed metal.





To crush, rock back and forth over clove pressing firmly



Scoop into pan



Easy to clean and dishwasher safe



Rocker™ - Black (20061)



Rocker™ - Aubergine (20063)



Rocker™ - Brushed metal









**Dimensions** 18 x 18 x 4 cm

**Dimensions** 18.5 x 4 x 3 cm

#### Switch™

Self-storing, twin-bladed peeler

Design registered

Switch<sup>™</sup> brings both safety and convenience to the kitchen in a neat design that houses two essential peeling blades in one handy gadget. The two sharp, stainless-steel blades are positioned either side of the peeling unit and are safely hidden inside until required. To use, simply grip either of the rubberised ends and gently pull to reveal the required blade – either standard or julienne.

Rotate the rubber end and slide back into the unit to lock before use. The design also includes a potato-eye remover and the blades can be safely stored back inside the unit after use. For easy cleaning, both sides can be opened at once.

# **Rotary Peeler**™

Compact triple-bladed peeler

Designed by Damian Evans Design registered

Eliminate the need for several different vegetable peelers with this compact design, which incorporates three essential styles of blade all in one unit.

Made from high-quality stainless-steel, its three blades are razor sharp and are housed in a tough, plastic, circular case. Simply select the desired blade - standard, serrated or julienne - by

rotating the unit's brushed metal hub, until the desired blade is fully exposed. The Rotary Peeler makes short work of even the toughest fruit or vegetable skin and the design also includes a handy potato-eye remover.

The case can be opened for easy cleaning and the entire unit is dishwasher safe.





Comfortable to hold



Standard blade





Select blade by rotating hub

Rotary Peeler™ counter-top merchandiser Contains 12 (4 x Green, 4 x Pink, 4 x Grey) Disposable 16 x 36 x 20.6 cm

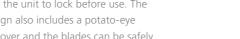
(PEBM0100CB) Julienne blade



Standard blade

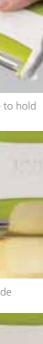
Serrated blade

Potato-eye remover

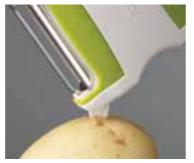


Dishwasher safe.













**Dimensions** 8 x 7 x 1.5 cm

Pull end to reveal blade





Rotate end 180°

counter-top merchandiser Contains 12 Disposable . 14.5 x 37 x 18.5 cm

Push end down to lock

Switch™

Potato-eye remover



(PEBR0100CB)



(PEBG0100CB)



(PEBGR0100CB)

#### Twist™

2-in-1 silicone whisk

Design registered



This innovative product incorporates two essential whisks in one stylish design. As a flat whisk, Twist™ is ideal for mixing sauces in low pans or for making gravy in roasting trays. Its silicone-coated steel wires are suitable for non-stick cookware and are perfect for combining ingredients together, preventing them from burning on the bottom of a pan.

With a simple turn of the handle, Twist<sup>™</sup> also becomes a highly effective balloon whisk, allowing egg whites to be whipped into perfect peaks. Twist™ can be easily dismantled for cleaning and, after use, can be closed flat for convenient storage in a drawer. Its silicone-coated wires are heat-resistant up to 270°C/520°F.

Dishwasher safe.



Flat whisk for blending



Balloon whisk for whipping



Dismantles for easy cleaning









**Dimensions** Closed 29.5 x 8 x 4 cm Open 29.5 x 8 x 7 cm

#### Scoot<sup>™</sup>

Pizza wheel with integrated blade guard

Designed by Anthony Dickens Design registered

Divide up pizzas, sandwiches and pastries effortlessly with this handy utensil. Simply push the button and the blade guard automatically slides open, exposing the bevelled, stainless-steel blade. The palmheld design is comfortable to hold, gives more control when cutting and requires

less effort than knives or conventional pizza cutters. To store safely, simply rotate the blade guard back into position until it locks.

Dishwasher safe.



Easy to use



Scoot™ - Green (20001)



(20003)



Push button to open blade guard



 $\mathsf{Scoot}^{\mathsf{TM}}$  counter-top merchandiser Contains 12 (6 x Red, 6 x Green) Disposable 22 x 16 x 20 cm (20004)

**Dimensions** 11 x 10.5 x 2.5 cm

# **Spaghetti Measure**

Design registered

This innovative, compact spaghetti measure provides an adjustable portion guide for 1-4 servings. Simply slide the small lever around the side of the disc, opening the camera-style aperture to the required portion size.

Made from high-quality ABS and polypropylene, it is available in a variety of colours.

Dishwasher safe.



Spaghetti Measure Grey/Green (SPMG012HC)



Spaghetti Measure White/Green (SPMW012HC)





Suitable for use with small free-standing merchandiser 33 x 22.5 x 43 cm (99985)



Spaghetti Measure -(SPMDG012HC)

**Dimensions** 8 x 9 x 1 cm

#### Smasher™

Pump-action potato masher

Designed by DesignWright Design registered

With conventional potato mashers, some of the potato is naturally pushed out to the sides with each downward stroke. However, the specially designed head of Smasher<sup>™</sup> cups and traps potato firmly in place beneath the mashing plate,

whilst its unique spring-loaded pump action makes short work of the potato. Also perfect for puréeing other kinds of cooked vegetables and soft fruits.

Dishwasher safe.





**Dimensions** 29 x 9 x 9 cm

#### **Fold Flat Grater**

Designed by Goodwin Hartshorn Design registered

This ingenious grater not only looks great, but folds completely flat for easy storage. When required, simply unclip the locking catch and open out, to create a traditional-style box grater.

The side-grip handle makes grating over food easy and the fine and coarse stainless-steel blades are perfect for preparing cheese, vegetables and nuts.

Dishwasher safe.













# **Catcher**<sup>™</sup>

Citrus reamer

Designed by Graeme Davies Design registered

With conventional hand reamers the extracted juice needs to be strained before use, to remove any unwanted pips and fruit pulp. The design of Catcher™ helps eliminate this problem with its soft rubber cup underneath the reaming head, which catches any debris whist allowing juice to drain through. Perfect for all kinds of citrus fruit.

Dishwasher safe.









Catcher™ counter-top merchandiser Contains 12 (6 x Grey, 6 x Green) Disposable 31 x 26 x 17 cm (MERRG881PB)

**Dimensions** 16.5 x 8.5 x 7 cm

# **QuickSnap**<sup>™</sup>

Easy-release ice-cube tray

Design by Graeme Davies Design registered Patent pending

Similar in style to a conventional ice tray, QuickSnap<sup>™</sup> has a unique switch mechanism on the reverse, which holds ice cubes securely in place until required. Fill with water and freeze, just like a conventional ice tray. When ice is needed, simply twist the tray to loosen the cubes and then push each switch to release one ice cube at a time - effectively snapping

each out of its individual compartment. With QuickSnap<sup>™</sup> you only release the amount of ice cubes you really need, whilst the rest remain secure in the tray and can be placed back in the freezer. Also perfect for serving ice straight into drinks, without touching the cubes.

Dishwasher safe.











**Dimensions** 27.5 x 11.5 x 4 cm





(ICEB0100AS)

QuickSnap™ counter-top merchandiser Contains 8 (2 x White, 2 x Pink, 2 x Blue, 2 x Green) Disposable 39 x 14.5 x 37.5 cm (ICEMIX010CB)

#### **Adjustable Rolling Pin**

Designed by Damian Evans Design registered This innovative rolling pin takes the guesswork out of preparing biscuit dough, pizza bases, pie tops, lasagne sheets and filo pastry. It comes with four sets of removable discs that raise the rolling surface by different amounts, to create exactly the required pastry thickness – either 2 mm, 4 mm, 6 mm or 10 mm. This ingenious device also ensures that pastry or dough is rolled to an even thickness throughout and to the

exact size required, via measurements on the surface of the rolling pin. This newly updated design now has an extra set of discs (4 mm).

Discs - dishwasher safe.
Rolling pin - hand wash only.





Simply unscrew ends to change discs





Food Preparation



38 FOOD PREPARATION

#### Roll-up™

Non-slip silicone pastry mat Design registered

This large, silicone pastry mat provides a hygienic, non-slip surface for preparing all kinds of pastry and icing. It has a handy rolling size guide printed on its surface and, unlike other pastry mats, an integrated, lockable strap that keeps the mat securely rolled when stored.

Dishwasher safe.











**TriScale**<sup>™</sup> Compact folding digital scale

Designed by Morph Design registered

This unique digital scale brings a whole new meaning to the concept of spacesaving kitchen gadgets. When open, its three arms provide a stable platform on which to place bowls and other items for weighing. When closed, the unit folds down to an extremely compact size, enclosing and protecting the screen and controls, which makes it perfect for storing in a kitchen drawer. It has

an easy-to-read LCD display, touch-sensitive controls and an auto power-off feature. A convenient Add & Weigh function also allows multiple ingredients to be measured in the same bowl during recipe preparation. The scale weighs/measures in the following units: g, lbs oz, fl.oz and ml.

Powered by 1 x 3V CR2032 battery (included).









**Dimensions** Closed: 4.5 x 14.9 x 2.1 cm Open: 21.9 x 20.2 x 2.1 cm



Add & Weigh function



Touch-sensitive buttons



Folds for convenient storage

40 FOOD PREPARATION

#### Nest<sup>™</sup> Plus

Compact food preparation sets

Designed by Morph Design registered



Nest™ Plus is the ultimate collection of practical, space-saving kitchenware comprising a unique range of food preparation sets. The innovative design allows the individual elements within each set to be stacked neatly together, thereby occupying the absolute minimum amount of space.

In this latest design, mixing bowls now have large non-slip bases and wider

carry handles. The small mixing bowl includes measurements inside for added convenience (ml/fl.oz), and a spout for accurate pouring.

The measuring cups have been redesigned to 'snap' together more securely and now feature an additional spoon in the centre, allowing measurements from 1 teaspoon (5 ml) up to 1 cup (250 ml) to be made.



All pieces are dishwasher safe.







#### Nest<sup>™</sup> 9 Plus Nest<sup>™</sup> 7 Plus **Nest**<sup>™</sup> Cups ← 1/6 Cup (5 ml/15 ml) ----- 1/6 Cup (5 ml/15 ml) —— 1/6 Cup (5 ml/15 ml) ---- 1/4 Cup (60 ml) - 1/4 Cup (60 ml) ← 1/4 Cup (60 ml) \_\_\_\_ 1/3 Cup (85 ml) - 1/3 Cup (85 ml) - 1/3 Cup (85 ml) —— 1/2 Cup (125 ml) - 1/2 Cup (125 ml) ← 1/2 Cup (125 ml) 1 Cup (250 ml) 1 Cup (250 ml) — 1 Cup (250 ml) - Small non-slip ← Small non-slip mixing bowl with mixing bowl with measurements 0.5 L measurements 0.5 L •— Sieve 1.65 L - Medium non-slip mixing bowl 1.65 L Colander Large non-slip mixing bowl 4.5 L

**Dimensions** 32 x 27 x 14.5 cm

Nest™ 9 Plus

Multi-colour

(40031)

**Dimensions** 24 x 19 x 8 cm

Nest™ 7 Plus

Multi-colour

(40033)

Nest™ Cups Multi-colour (40034)

**Dimensions** 17 x 9 x 5.5 cm

42 FOOD PREPARATION SPRING 2013 **43** 

#### Clip Timer™

Portable digital kitchen timer and clock

Design registered

This stylish kitchen timer is the ultimate in portability, ensuring you're on top of your cooking wherever you go. It has a strong clip for attaching to an apron or clothing, a long cord for hanging around your neck, a magnet on the back for mounting onto a refrigerator or oven door and a support at the back for standing on a kitchen work surface.

It has a large, easy-to-read LCD display and a loud beeping alarm. When not being used as a timer, it also doubles as a 12/24-hour clock.

Powered by 1 x 3V CR2025 battery

# Prep&Store<sup>™</sup>

Set of 4 compact food preparation bowls

Design registered

This futuristic-looking sphere uses a 'Russian-doll' principle to create a set of four food preparation/storage bowls from a single compact design.

By simply twisting and separating the top and bottom halves of the sphere, two bowls are created and another smaller sphere is revealed inside. Open this in the same way and the halves create two more slightly smaller containers.

Perfect for holding a variety of ingredients for recipes or for mixing small quantities of ingredients together, each bowl has a practical non-slip base.

make a handy container with a tightly locked lid – ideal for storing in the refrigerator.

Dishwasher safe.



Clip to clothing



Stand on a work surface



Hang using the long cord



Stick onto metal surfaces







Twist to open



Prep&Store™ - Green (40061)



(40062)



If contents remain after use, simply join the two halves of a bowl together again to



Perfect for chopped ingredients



Store unused contents in the refrigerator



**Dimensions** 12.5 x 12.5 x 11 cm



(40081)





44 FOOD PREPARATION

#### **CookBook**™

Compact folding bookstand

Designed by Damian Evans with Bernard Sinclair Design registered The problem with most bookstands is their bulky size and awkward shape, which takes up valuable space when not in use. The unique design of CookBook™ avoids this, as it opens and folds exactly like a book, which means it can be stored neatly on a bookshelf until required. When opened, the bookrests, page holders and back stand automatically fold out, providing solid, angled support for most sizes of book or even an electronic

tablet device. A non-slip foot at the base of the spine keeps the unit safely in place on the work surface during use. When closed, CookBook™ folds flat, becoming no thicker than an average-sized book (approx. 20mm). Made from high-quality ABS plastic, CookBook™ is also tough and easy to clean.

Wipe clean with a damp cloth.



Folds flat for storage on a bookshelf





Opens and closes just like a book



Bookrests, page holders and back stand automatically fold out



Suitable for electronic tablet devices



CookBook™ - Green/Dark Green (40052)



CookBook™ - White/Grey **(40051)** 

# Pie<sup>™</sup>

60-minute kitchen timer

Designed by DesignWright Design registered To operate this striking kitchen timer, simply twist the top half of the unit to gradually reveal an easy-to-read analogue dial, stopping when you reach the required number of minutes and seconds (up to 1hr). Release the bezel and the unit begins counting down, leaving you free to concentrate on other tasks.

The graphic dial allows progress to be monitored at a glance, even from a distance, and when the time is up, a classic alarm bell sounds to attract attention. The unit has a silky, soft-touch finish and is available in a range of colours.

No batteries required.



As the minutes tick away, more of the graphic dial is hidden





Pie™ counter-top merchandiser Contains 12 (4 x Green, 4 x Pink, 4 x Grey) Disposable 16.5 x 27 x 23 cm (PIEM0100CB)





**DESIGN PLUS** 

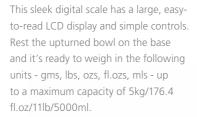
**Dimensions** 7.8 x 7.8 x 3.8 cm

46 FOOD PREPARATION SPRING 2013 **47** 

#### Shell™

#### Compact digital scale

Designed by Morph Design registered



A convenient Add & Weigh function allows multiple ingredients to be weighed in the same bowl during recipe preparation and an auto power-off feature maximises battery life. The internal mechanism is guaranteed for 10 years.





(SCAL011CB)



(SCALG011HC)

**Dimensions** 25 x 14.5 x 10 cm





# Orb™ 3-piece pestle and mortar Designed by Morph Design registered

The simple, striking design of this pestle and mortar provides not one, but two receptacles for grinding herbs and spices. The main bowl is large enough for crushing and grinding larger quantities, or even several ingredients at once.

The lid, when inverted, provides a neat hand-held mortar - ideal for smaller amounts of herbs or spices. Made from non-absorbent vitrified porcelain.

Dishwasher safe.









### **Folding Colander**

Designed by DesignWright Patent application no. 0724524.4

This award-winning design goes from a flat sheet to a sturdy colander in one easy movement. Simply hold the two handles, push toward each other and the flat sheet will automatically fold, creating a base and four sides.

Clips at either end then engage and lock, forming the colander. To flatten, simply pop out the four locking clips and open out. Made from durable polypropylene.

Dishwasher safe.



Folding Colander - Red (RCOL016SW)



(BCOL016SW)



Folding Colander - White (WCOL016SW)



Folding Colander - Green (GCOL016SW)



**Dimensions** Flat: 42 x 32.5 x 1 cm Folded: 27 x 22 x 14 cm



Design registered

The ingenious dual-chamber design of this measuring jug eliminates the need for buying a variety of measuring spoons, cups and jugs. Use the small chamber to accurately measure liquids from as little as a single teaspoon (5ml), and then for greater volumes, simply turn the jug

over 180° to access the larger chamber (capacity up to 550ml). Available in a range of colours, its compact design and square profile maximises storage space.

Dishwasher safe.





2-in-1 Measuring Jug -(CMJ011CB)



2-in-1 Measuring Jug -(GMJ011CB)



2-in-1 Measuring Jug -(PMJ011CB)

**Dimensions** 7 x 7 x 15 cm

48 FOOD PREPARATION SPRING 2013 **49** 

#### **Square Colander**

Designed by Morph Design registered

This unique range of ergonomically designed colanders have several innovative features.

Their large, vertical handles ensure they remain upright and stable whilst rinsing and draining food, and leave one hand free for operating the tap. Their square corners make emptying rinsed food much easier and big, vertical holes allow liquids to drain away quickly and efficiently.

This popular design is available in a range of sizes and colours to suit every task and kitchen. The small size is ideal where kitchen storage space is at a premium and the large size is perfect for rinsing and draining salad leaves or big portions of pasta. The large size also incorporates an extra handle for additional support when draining heavy items.

Dishwasher safe.















Large handle and feet help keep colander upright and stable during use

Small - Black (40002)



Small - Red (40003)



Square Colander Small - White (40004)



Small - Aubergine (40010)



Square Colander Medium - Green (SGCOL016SW)



Medium - Black (SBCOL016SW)



Square Colander Medium - Red (SRCOL016SW)



Square Colander Medium - White (SWCOL016SW)



Medium - Aubergine (40025)



Medium - Putty (40027)



Square Colander Large - Green (40011)



Large - Black (40012)



Square Colander Large - Red (40013)



Square Colander Large - White (40014)



Large - Aubergine (40020)

**Dimensions** Small 16 x 16 x 9 cm Medium 21 x 21 x 11.5 cm Large 24 x 24 x 14 cm

#### Lotus<sup>™</sup>

Non-scratch, folding steamer basket

Designed by Graeme Davies Design registered This classic, steamer basket design is taken to new levels of practicality and convenience with this colourful, contemporary version.

Made from high-quality polypropylene, the unit has self-adjusting sides to fit a variety of pans (minimium diameter 16 cm), heat-resistant silicone feet and an innovative silicone finger guard. It has a large capacity when fully open, but folds neatly away for storage. The unit is non-scratch and suitable for use with both steel pans and non-stick cookware. Polypropylene parts heat-resistant up to 110°C/230°F; silicone parts up to 270°C/520°F.

Dishwasher safe.





Lotus™ - Green/Dark Green (40021)



Lotus™ - White/Grey (40022)



Folds neatly for storage in a drawer or cupboard

Kitchen to Table Making a design statement in the kitchen or on the dining table usually means compromising on a product's functionality. Not so with Joseph Joseph where a product's ultimate use is considered inherent in its design. Nowhere is this more evident than in the launch of several new products in this category for Spring. The smooth, tactile quality of the new Ovi™ range makes them difficult to put down cleaner storage of salt and pepper. And Duo™ cheese knives succeed in creating a single, satisfying object from the joining together in a safe and

52 KITCHEN TO TABLE

#### Ovi™

Salt & pepper pinch pots with closable lids

Designed by Mikaela Dörfel Design registered

The ultra-smooth, pebble-like shape of these pinch pots make them extremely tactile and a stylish addition to the table. Their closable design not only looks great but also prevents any contamination of salt and pepper when not in use. Simply twist the top half of each pot to reveal a large aperture, allowing easy access for fingers.

The design comes with its own matching coaster, to keep both pots neatly organised on the table, and it co-ordinates with our Ovi™ salt container.

Wipe clean with a damp cloth.



NEW

Designed by Mikaela Dörfel Design registered

This stylish design is a contemporary take on a traditional salt pig with the added benefit of a closable lid. Simply twist the top half of the unit to reveal a large aperture allowing easy access for pinching or spooning salt during cooking. When not in use the lid can be closed again to protect salt from cooking splashes or debris.

The unit has a non-slip base and is perfect for storing next to the cooker. The design also co-ordinates with our Ovi<sup>™</sup> salt & pepper pinch pots.

Wipe clean with a damp cloth.







Twist lids to open or close



(80053)

**Dimensions** 18 x 9 x 6 cm









(80051)





**54** KITCHEN TO TABLE SPRING 2013 **55** 

# **Grip Tray**<sup>™</sup>

Non-slip serving tray

Designed by Morph Design registered

This stylish, non-slip serving tray is designed to keep glasses, cutlery and plates safely in place during their journey from kitchen to table. Its distinctive, highgrip surface is formed from an array of smooth rubber studs that are moulded through the base of the tray.

It has deep sides and wide carry handles, along with a rubber underside which makes it suitable for use as a non-slip

Wipe clean with a damp cloth.

#### **Stretch**<sup>™</sup>

Expandable silicone pot stand

Most conventional pot stands only provide enough space for standing a single hot pan or dish on, meaning additional stands are required if serving food from a variety Stretch<sup>™</sup> helps eliminate this problem, as its size can be easily adjusted to provide space

Made from a high-quality silicone-nylon composite, it is heat-resistant up to 240°C/464°F.

Dishwasher safe.









Grip Tray™ - White (70082)



Grip Tray™ - Black (70083)







Stretch™ - Pink (70032)



(70033)



Stretch™ counter-top merchandiser Contains 12 (4 x Green, 4 x Pink, 4 x Black) Disposable 20 x 20 x 14 cm (70034)



Design registered

of hot containers. The unique design of for more than one pan, or even a large casserole dish. After use, it folds neatly away for convenient storage.

**Dimensions** 45 x 35 x 2.5 cm



#### Duo™

Magnetic cheese knife set

Designed by Studio17 Design Design registered This wonderfully simple design comprises two individual cheese knives with magnetic handles that fit very neatly together for safe, compact storage. One knife has a conventional solid blade that is ideal for slicing through blocks of hard cheese. The other knife has a pierced blade with a serrated edge and a forked tip, which is perfect for cutting and serving all kinds of soft cheese.

The magnetic handles clip together securely, protecting both the blades and your fingers when stored in a drawer.

Wash and dry by hand.

#### Slice&Serve<sup>™</sup>

Bread and cheese board with integrated condiment dish

Designed by Morph Design registered This versatile design performs several functions and makes a great food presentation piece for any occasion. It comprises a high-quality beech board that sits inside a smart melamine tray with a removable condiment dish. One side of the board is for bread, with handy crumb-catching grooves cut into the surface. Bread can be cut and served at the table, with butter or oil & vinegar in the integrated condiment dish.

The reverse of the board is flat and ideal for serving foods such as cheese and biscuits, with pickles or chutney in the condiment dish. The melamine base has non-slip feet and convenient carry handles.

Melamine tray and condiment dish - dishwasher safe.

Beech board - hand wash only.







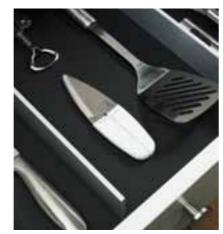
Smooth side of board perfect for serving cheese or desserts



Easy to reverse



Magnetic handles - simply pull to separate



Compact and safe when stored



Condiment dish is ideal for serving butter, chutneys or oil & vinegar and is removable for easy cleaning





Slice & Serve™ (70075)

**Dimensions** 16.5 x 4.5 x 1 cm

Duo™ - White

Duo™ - Grey

(10091)

**Dimensions** 35.2 x 23.2 x 3.4 cm

58 KITCHEN TO TABLE

#### **Double Dish**™

The neat and tidy way to serve snacks

Designed by Morph Design registered Double Dish™ provides the perfect solution to the problem of serving snacks such as olives and pistachio nuts, with their inedible stones and shells. Its unique design comprises a serving dish sitting on top of an integrated collection bowl, curved outwards in three places to allow the disposal of unsightly food waste. As well as hiding waste from view, Double Dish™ eliminates the need for additional empty bowls on the table.

New Double Dish™ Large provides several compartments for serving a variety of snacks and foods and a convenient area for storing cocktail sticks or toothpicks. Made from 100% melamine.

Dishwasher safe.





Double Dish™ Large - White/Green (70073)



Double Dish™ Small - White/Green (DDWG010GB)



Double Dish™ Large - Stone/White (70074)



Double Dish™ Small - Stone/White (DDWGR010GB)



# **Triple Dish**<sup>™</sup> Multi-bowl serving dish

Designed by Morph Design registered This striking serving bowl makes a practical and stylish addition to any table. It provides three generous compartments for serving a variety of chips, snacks or crudités, and a removable dish in the centre that is ideal for holding large portions of dip.

It is made from 100% melamine, so it's tough and easy to clean, and it co-ordinates perfectly with our Double Dish™ serving bowl range.

Dishwasher safe.





Triple Dish™ - White/Green (70071)



Triple Dish™ Large - Stone/White (70072)



**Dimensions** Large 22.7 x 22.7 x 7.5 cm Small 18 x 17 x 7.5 cm

**Dimensions** 29.5 x 31.5 x 7.5 cm

60 KITCHEN TO TABLE

SPRING 2013 61

# Milly™

Mess-free salt & pepper mill

Designed by Morph Design registered Styled to look like a salt & pepper shaker, this playful design turns the conventional salt & pepper mill on its head – literally.

To use, simply invert the unit and twist the base to grind. The extra-large holes in the cap allow the grounds to fall out, but when the unit is placed down, the cap helps capture and contain any excess salt or pepper. A clear acrylic window in the body means you can see exactly what the contents are and when they are running low, and the unit is easy to fill and clean. Its tough, ceramic mechanism is also fully adjustable to grind from fine to coarse grain.

Available individually in a range of colours or as a black and white set.



Simply twist base to grind

**Dimensions** 13 x 5 x 5 cm



Removable cap catches excess grounds



Adjustable ceramic mechanism



Remove base to fill





Milly™ Set of two - Black/White (70061)

### No-spill Mill™

Electric salt & pepper mill with closing base

Designed by Pengelly Design Design registered The simple, elegant design of this electric mill, conceals its most unique feature – an innovative form that captures excess salt or pepper immediately after use, preventing it from being deposited on surfaces when the mill is placed down.

To operate, simply hold the unit with one hand and squeeze the flared lever at the top, until the desired amount of salt or pepper is dispensed.

Release the lever and the base of the unit closes, sealing off the grinding mechanism and preventing further particles from escaping.

Intuitive to hold and operate, No-spill Mill™ is easy to fill and has an adjustable, ceramic mechanism that grinds from fine to coarse grain.

4 x AAA batteries required.







**Dimensions** 24.5 x 4.5 x 6.5 cm Simply squeeze lever to operate

62 KITCHEN TO TABLE

#### Y-Grinder<sup>™</sup>

Twin-chamber salt & pepper mill

Designed by DesignWright Design registered This distinctive salt & pepper mill has a unique twin-chamber design, allowing both salt and pepper to be dispensed from the same stylish unit. Hold the body of the mill in one hand and twist either of the two grinding knobs to release salt or pepper. Suitable for grinding all types of seasoning, including rock salt, it can be easily adjusted to grind from fine to coarse grain.

Its high-quality ceramic mechanism is anti-corrosion and guaranteed for up to 10 years.

Refer to product leaflet for cleaning instructions.





Easy to fill



Easy to grind



(SALT011CB)









### Hands On<sup>™</sup> Salad bowl with integrated servers

Designed by Pengelly Design Design registered The striking design of this salad bowl is the result of its unique feature - a pair of hand-like salad servers integrated on either side of the bowl. Blending smoothly into the contours of the design, the servers sit securely in place until required.

Made from 100% food-safe melamine, this product makes a fun and practical solution for both indoor and outdoor entertaining.

Dishwasher safe.











**Dimensions** 28 x 28 x 13 cm

#### Salad Bowl & Servers

Designed by Morph Design registered This stylish salad bowl and server set is large enough for healthy family dinners, both indoors and out. Perfect for pasta or fruit salad it also makes an ideal fruit bowl. Its distinctive form and bold colour make it a striking centrepiece.

Made from durable, easy-to-clean polypropylene.

Dishwasher safe.





(SALB011CB)



Salad Bowl & Servers - Green (SALG011CB)



Salad Bowl & Servers - White (SALW011CB)

**Dimensions** 11 x 6 x 20 cm

#### Flo™

Oil and vinegar set with adjustable flow control

Designed by Morph Design registered Dressing food with oil & vinegar can be problematic, with their differing viscosities often leading to too much or too little of each being dispensed. The innovative design of these stylish flasks eliminates this problem, by allowing the flow of liquids to be finely adjusted whilst pouring.

Simply depress the large button on each cap to control the flow as you pour - pressing more for thicker liquids, such as oil, and less for thinner, such as vinegar. The flasks' curved shape is intuitive to hold and they come with their own silicone coaster for smart, organised storage. All parts are dishwasher safe.





Press the button more for oil...



...and less for vinegar



Flo™ - Green (70001)



Flo™ - Black (70002)





SPRING 2013 **67** 



#### Index<sup>™</sup> Advance with knives

Non-slip chopping board set with co-ordinating knives

Designed by Damian Evans Design registered



Index™ Advance with knives is an enhanced version of our multi-award-winning chopping board categorisation system. Designed to reduce the likelihood of cross-contamination of different food types, the set contains four colour-coded, non-slip chopping boards plus four high-quality co-ordinating knives. Each chopping board has an index-style illustrated tab, indicating which food type it should be used for.

Each knife is colour-coded to match its corresponding board and designed to suit its specific task, whether it be preparing fish, meat, vegetables or cooked food. All knives have ergonomic handles and stainless-steel blades too. The boards and knives fit neatly into a stylish storage case that has an embossed texture across its surface.

Chopping boards - Dishwasher safe. Knives - Wash and dry by hand. Case - Wipe clean with a damp cloth.



Prepare different food types separately



Index<sup>™</sup> Advance with knives

(60090)



Each knife is perfectly suited to its specific task

**Dimensions** Case 33.5 x 32 x 11 cm Boards 30 x 20 cm

68 CHOPPING BOARDS

SPRING 2013 69

#### Index<sup>™</sup> Advance

Non-slip chopping board set

Designed by Damian Evans Design registered



Index™ Advance is the latest generation of our multi-award-winning chopping board categorisation system, designed to reduce the likelihood of cross-contamination of different food types. Its four colour-coded chopping boards have convenient, non-slip feet on both sides and index-style tabs with contrasting, soft-grip illustrations, ensuring the boards are easy to select for each food type.

The stylish storage case sports an embossed texture across its surface and has a non-slip base. With Index™ Advance preparing vegetables, fish, raw meat and cooked food has never been safer or more organised.

Chopping boards – dishwasher safe Case – wipe with a damp cloth





Index<sup>™</sup> Advance - Silver **(60030)** 



Index<sup>™</sup> Advance Large - Silver **(60035)** 



Index<sup>™</sup> Advance - Dark Grey **(60031)** 



Index<sup>™</sup> Advance Large - Dark Grey **(60036)** 





70 CHOPPING BOARDS

#### Cut&Collect<sup>™</sup>

Cut&Collect™ - Green/White

(60061)

Chopping board with integrated drawer

Designed by Morph Design registered This highly practical unit comprises a sturdy plastic chopping board with a handy, integrated drawer that can be pulled out and used to collect chopped food or unwanted food waste. Simply slide the drawer out when preparing food and scrape the chopped pieces directly into the compartment.

The drawer can then be removed and the contents poured straight into a pan or waste bin. The ultimate in tidy food preparation, the unit has non-slip feet and is easy to move. In addition, the drawer makes a convenient place for storing a small, sharp knife.

Dishwasher safe.

### Slice&Store<sup>™</sup>

Chopping board with removable knife

Design registered

This unique, compact chopping board is the ultimate in convenience, with its own handy knife incorporated into the design. The stainless-steel blade slides easily in and out of a narrow compartment inside the body of the board and, when not in use, a simple catch holds the knife safely and securely in place.

Perfect for picnics and camping, or for where kitchen space is at a premium.

Dishwasher safe.







Cut and collect chopped food or waste



(60062)



Pour directly into a pan or bin









**Dimensions** 30 x 22 x 4 cm

**72** CHOPPING BOARDS SPRING 2013 **73** 

# Cut&Carve<sup>™</sup> Plus

Non-slip, multi-function chopping board

Designed by John Brauer and Joseph Joseph Design registered

Cut&Carve™ Plus is the latest version of our popular double-sided, multi-function chopping board, which now boasts nonslip feet and soft-grip sides. Its angled cutting surface is designed to assist in the collection and drainage of liquids or food and it has a new improved meat grip, integrated on one side of the board to assist when carving.

The opposite side of the board provides a smooth cutting surface, for general food preparation. Available in two sizes and a range of colours.

Dishwasher safe.



















Cut&Carve™ Plus Small - Green (60011)

Cut&Carve<sup>™</sup> Plus Large - Black (60002)

Cut&Carve™ Plus Large - Red

Cut&Carve™ Plus Small - Black (60012)





(60004)

Pour



Cut&Carve™ Plus Small - Red

(60014)

Cut&Carve™ Plus Large - White (60003)



Cut&Carve™ Plus Large - Aubergine

(60005)

Cut&Carve™ Plus Small - White

(60013)

(60015)

Cut&Carve™ Plus Small - Aubergine

Cut&Carve™ Plus Large - Putty (60007)

**Dimensions** Large 37.5 x 29.5 x 2.5 cm Small 29 x 22.5 x 2 cm

**74** CHOPPING BOARDS SPRING 2013 **75** 

# Chop2Pot<sup>™</sup> Plus The original folding chopping board

Designed by Mark Sanders Design registered

Chop2Pot™ Plus is the latest generation of our original, award-winning folding chopping board.

Laid flat, it provides a durable, knifefriendly cutting surface for all types of food preparation. But when the handle is squeezed, the sides of the board fold up, forming a convenient chute down which chopped food or waste can be neatly guided.

This latest version of the design still employs the same proven 'living-hinge' technology to achieve its transformation, but also features a comfortable, soft-grip handle and non-slip feet. Available in two sizes.

Dishwasher safe.







Comfortable soft-grip handle and non-slip feet





Chop2Pot™ Plus counter-top merchandiser Holds 12 Reusable 40 x 40 x 22cm (MERC3881CB)



Chop2Pot™ Plus Large - Black Chop2Pot™ Plus Large - White (60040) (60041)





Chop2Pot™ Plus Large - Pink





Chop2Pot™ Plus Large - Red

(60042)



Chop2Pot™ Plus Large - Blue Chop2Pot™ Plus Large - Aubergine (60045) (60046)



Chop2Pot™ Plus Large - Green

(60043)

Chop2Pot™ Plus Large counter-top merchandiser Holds 12 Reusable 40 x 49 x 27cm (MERC3881CB)

(60044)

**76** CHOPPING BOARDS SPRING 2013 **77** 

#### **Food Station**™

Glass worktop saver with removable chopping mats Design registered

This highly versatile unit performs a variety of food preparation functions. Its three removable chopping mats provide large, double-sided cutting areas on which to work and their flexibility makes it easy to guide food into a pan or waste into a bin. Their strong colour coding helps reduce the likelihood of crosscontamination and, when located on the glass base, they create a secure non-slip surface on which to cut.

With the mats removed, the toughened glass base provides an additional hygienic surface for food preparation.

Glass worktop saver - dishwasher safe. Chopping mats - hand wash only.





**Dimensions** 41 x 30 x 1.5 cm

# Grip-top™ Non-slip chopping board

**Dimensions** 37 x 27 x 1.2 cm

Designed by DesignWright Design registered

This distinctive chopping board has a completely non-slip rubber base which firmly grips the work surface whilst in use. Moulded from two colours of polypropylene, it also has a textured cutting surface and a rubber grip around its edges, to prevent slipping if stored upright. In addition, its large handle makes a convenient hanging point.

Dishwasher safe.





(WGT012SW)



Grip-top™ - Green (GGT012SW)

# Rinse&Chop<sup>™</sup> Plus

Folding, non-slip chopping board with integrated colander

Designed by DesignWright Patent pending

Rinse&Chop™ Plus is the latest version of this hugely popular, folding chopping board, incorporating an improved, curved colander feature and a non-slip base. When folded and locked, its unique, innovative design creates a small colander at one end enabling food to be rinsed and drained. When opened and laid flat the design becomes a knife-friendly, non-slip chopping board.

Once chopping is complete the board can be folded and locked again to create a convenient chute down which chopped food or waste can be poured. Its non-slip edge prevents the board from sliding if stored upright and the locking hole in the design doubles as a convenient hanging point.

Dishwasher safe.







Rinse&Chop™ Plus - Green (60081)



(60082)



**Dimensions** 42 x 26 x 2.5 cm



Open and lay flat to chop



Fold and lock to pour



The 'hole' detail is designed to allow the boards to be joined by simply pushing together, and it also provides the perfect

Dishwasher safe.









than other mats available on the market.

Its flexibility means that it can be easily

bent or folded to direct chopped food

into a pan or food waste into a bin.

Top rack dishwasher safe.

**Dimensions** 24 x 34 x 0.6 cm

Flexi-grip<sup>™</sup>

Chopping mat with non-slip silicone base

Design registered



Convenient flexible design

This useful chopping mat is perfect for a variety of food preparation tasks. It has a knife-friendly, polypropylene cutting surface that is easy to clean, and a highquality silicone base, which makes it extremely non-slip and much more robust

Heavyweight silicone base





Flexi-grip™ - Green (92100)



**Dimensions** 34cm x 24cm x 0.2 cm



80 KITCHEN STORAGE

# Melamine Storage Containers

with airtight beech lids

Designed by Morph Design registered These large storage containers are made from 100% melamine and are durable and easy to clean. Their solid beech lids have easy-to-grip wooden handles and airtight silicone seals, which help keep food fresher for longer. Their stylish design and colours co-ordinate perfectly with our range of melamine bread bins.

Melamine base - dishwasher safe. Beech lid – wash and dry by hand.





Melamine Storage Container -White

(80021)



Melamine Storage Container -Black

(80022)



Melamine Storage Container -Aubergine

(80023)



Melamine Storage Container -Putty

(80027)

**Dimensions** 18 x 10 x 10 cm

# Melamine Bread Bin with cutting board lid

Designed by Morph Design registered A stylish storage solution for the modern kitchen, this bread bin is made from 100% melamine and has a high-quality beech lid. The base is very durable and easy to clean and the beech lid has been specially designed to double as a cutting board, thereby saving space as well as protecting the worktop.

This new, updated design has a curvier shape, to better complement our range of melamine storage containers, and practical crumb-catching grooves cut into the face of the cutting board lid.

Melamine base - dishwasher safe. Beech lid - wash and dry by hand.





Melamine Bread Bin - White (80041)



Melamine Bread Bin - Aubergine (80043)



Melamine Bread Bin - Black (80042)

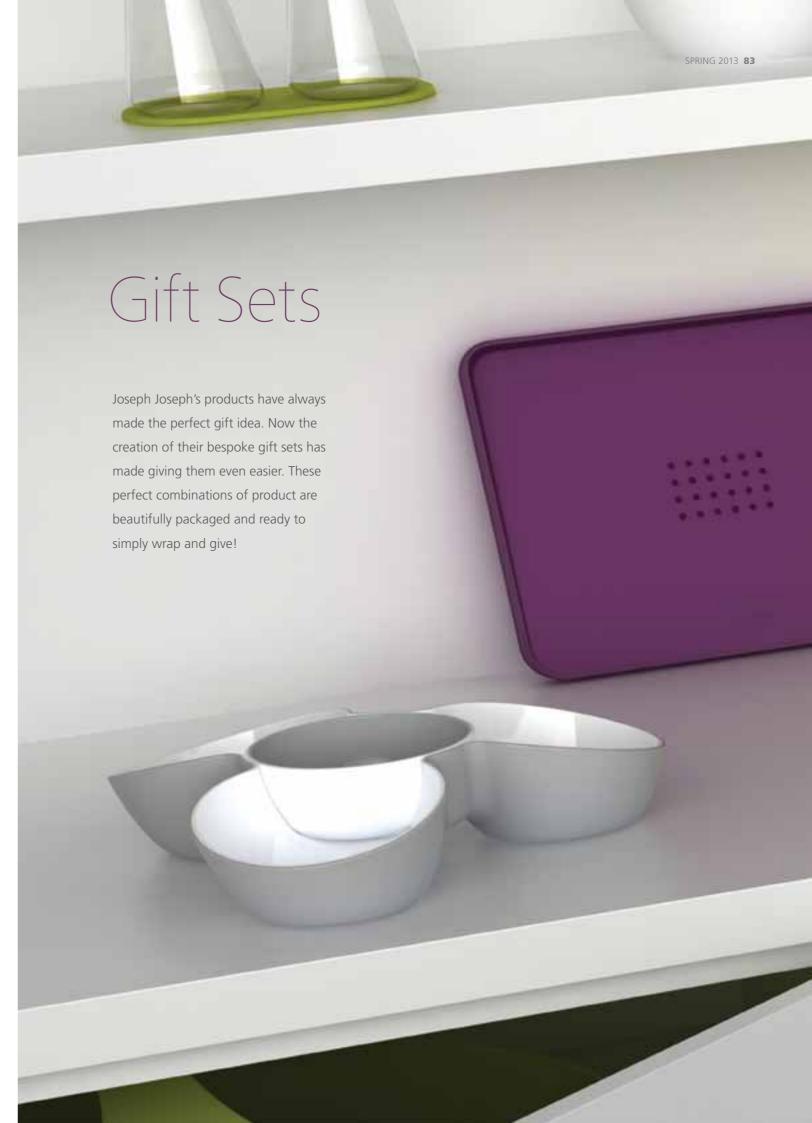


Melamine Bread Bin - Putty (80047)



Beech lid doubles as a cutting board





84 GIFT SETS
SPRING 2013 85

# **Baking Gift Set**

This set comprises four highly practical baking items from our award-winning range, in striking pink and aubergine colourways, all presented in a stylish gift box.

Set contains:

- Elevate™ Pastry Brush
- Elevate<sup>™</sup> Spatula Small
- Pie<sup>™</sup> kitchen timer
- Adjustable Rolling Pin





# **Cooking Gift Set**

We all love to receive gifts that are both practical and stylish and this Cooking Gift Set is the perfect combination.
Comprising three items from Joseph Joseph's innovative range, this set is ideal for cooks of all abilities.

#### Set contains:

- Lotus™ non-scratch, folding steamer basket
- Scoop<sup>™</sup> spoon colander small
- Elevate<sup>™</sup> Tongs small



**Dimensions** 45 x 16 x 13 cm

# **Gadgets Gift Set**

This Gadget Gift Set comprises three innovative tools all designed to make the cooking process as easy and enjoyable as possible. Perfect for gadget-lovers and serious cooks alike.

Set contains:

- Rotary Peeler<sup>™</sup>
- Catcher<sup>™</sup> citrus reamer
- Rocker<sup>™</sup> garlic crusher







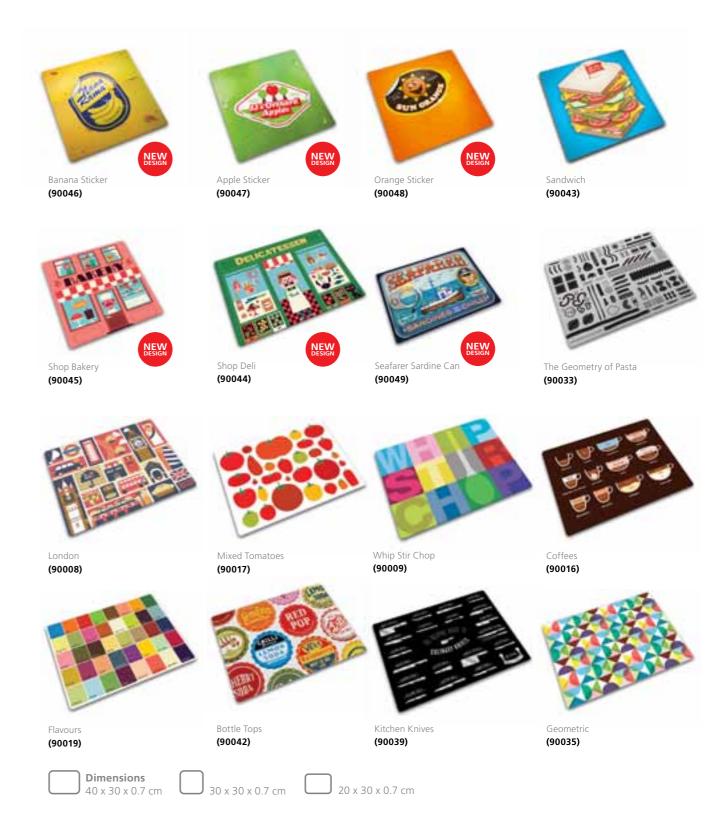


# **Illustrations & Patterns**



These striking new designs are the latest addition to our range of illustrated and patterned worktop savers.

Made from toughened glass and with non-slip rubber feet, these multi-function boards provide a hygienic, odour- and stain-resistant work surface for all types of food preparation. Available in a wide range of colourful designs, they are dishwasher safe and carry a lifetime guarantee against breakage.



90 WORKTOP SAVERS

SPRING 2013 91



#### **Kitchen Beats**

Keep the kitchen rocking with these fun music-themed designs. Made from toughened glass and with non-slip rubber feet, these multi-function boards provide a hygienic, odour- and stain-resistant work surface for all types of food preparation.

Dishwasher safe with a lifetime guarantee against breakage.







Citrus Mix **(90021)** 

Worktop Saver counter-top merchandiser Holds 12 Reusable Max 40 x 41 x 33 cm (MERC3881CB)

Dimensions 30 x 40 x 0.7 cm

20 x 30 x 0.7 cm

92 WORKTOP SAVERS SPRING 2013 **93** 

# **Vinyl Records**

These retro designs are sure to spark feelings of nostalgia and are therefore perfect for both music-lovers and cooks alike. Made from toughened glass and with non-slip rubber feet, these multi-function boards provide a hygienic,

odour- and stain-resistant work surface for all types of food preparation.

Dishwasher safe with a lifetime guarantee against breakage.





(90001)









#### **Icons**

One of our most popular ranges, these distinctive designs recreate uncanny likenesses of some of the world's most iconic figures, entirely from ingredients.

Made from toughened glass and with non-slip rubber feet, these multi-function boards provide a hygienic, odour- and

stain-resistant work surface for all types of food preparation.

Available in a wide range of colourful designs, they are dishwasher safe and carry a lifetime guarantee against breakage.

(MARIO15AS)





counter-top merchandis Holds 12 Reusable Max 40 x 41 x 33 cm 30 x 30 x 0.7 cm

(MERC3881CB)

Worktop Saver



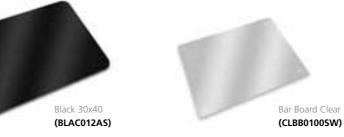
# **Classic Designs**



Made from toughened glass and with non-slip rubber feet, these multi-function boards provide a hygienic, odour- and stain-resistant work surface for all types of

Dimensions

Available in a wide range of colourful designs they are dishwasher safe and carry a lifetime guarantee against breakage.





Worktop Saver counter-top merchandiser Holds 12 Reusable Max 40 x 41 x 33 cm

(MERC3881CB)





94 WORKTOP SAVERS SPRING 2013 **95** 

#### **Characters**

This highly original range of character boards, were created with photographer Charlie Bettinson, using items only found in the kitchen.

Made from toughened glass and with non-slip rubber feet, these multi-function boards provide a hygienic, odour- and

stain-resistant work surface for all types of food preparation.

Available in a wide range of colourful designs, they are dishwasher safe and carry a lifetime guarantee against







Dimensions 30 x 30 x 0.7 cm Worktop Saver counter-top merchandise Holds 12 Reusable Max 40 x 41 x 33 cm (MERC3881CB)



### Scenes

This fun range of novelty boards were created using clever compositions of familiar foods.

Made from toughened glass and with non-slip rubber feet, these multi-function boards provide a hygienic, odour- and stain-resistant work surface for all types of food preparation.

Dishwasher safe with a lifetime guarantee against breakage.





Worktop Saver counter-top merchandise Holds 12 Reusable Max 40 x 41 x 33 cm (MERC3881CB)



#### Dimensions 40 x 30 x 0.7 cm

### **Merchandisers & POS**

Convenient, counter-top and freestanding merchandising units are available for many of our products. Disposable counter-top units are made from high-quality, laminated card and are supplied fully stocked with the colours indicated. Reusable and free-standing units are made from powder-coated steel and can be replenished with stock as required.

See our price list for more details (conditions apply).

#### Disposable counter-top units



Catcher™ Contains 12 (6 x Grey, 6 x Green) 31 x 26 x 17 cm

(MERRG881PB)



Rotary Peeler Contains 12 (4 x Green, 4 x Pink, 4 x Grey) 16 x 36 x 20.6 cm

(PEBM0100CB)



Stretch™ Contains 12 (4 x Pink, 4 x Green, 4 x Black) 20 x 20 x 14 cm (70034)



QuickSnap™ Contains 8 (2 x White, 2 x Pink, 2 x Blue, 2 x Green) 39 x 14.5 x 37.5 cm (ICEMIX010CB)



 $Scoot^{TM}$ Contains 12 (4 x Red, 4 x Grey, 4 x Green) 22 x 16 x 20 cm





Scoop™ Large Contains 12 (4 x Green, 4 x Grey,



4 x Red) 35 x 25 x 35 cm (10015) Switch™ counter-top







counter-top merchandiser Contains 12 Disposable 26.5 x 28 x 33 cm



counter-top merchandiser Contains 12 Disposable 24.5 x 30.5 x 24 cm (20064)

Rocker™



Pie™ Contains 12 (4 x Green, 4 x Pink, 4 x Grey) 16.5 x 27 x 23 cm (PIEM0100CB)

#### Reusable counter-top units



Chop2Pot™ Plus 40 x 40 x 22 cm (MERC3881CB)



Chop2Pot™ Plus Holds 12 40 x 49 x 27 cm (MERC3881CB)



Worktop Saver Holds 12 Max 40 x 41 x 33 cm

(MERC3881CB)

Rinse&Chop™ Plus

40 x 44 x 28 cm

(MERC3881CB)

Holds 12



Small free-standing merchandiser Suitable for use with all hanging product 33 x 22.5 x 43 cm (99985)



Elevate™ Knives free-standing merchandiser Suitable for all Flevate™ Knives hanging packaging 35 x 23 x 42 cm



#### Free-standing merchandising units



Large free-standing merchandiser For use with all products except Worktop Savers (conditions apply) 70 x 80 x 170 cm

(MER2881PB)

# Chop2Pot™ Plus free-standing merchandiser Suitable for both large and

small Chop2Pot™ Plus (conditions apply) Holds 72

50 x 50 x 160 cm (99980)



Large euro hook free-standing merchandiser For use with Kitchen Tools and/or Worktop Savers (conditions apply) 52 x 50 x 168 cm (MERKT2881PB)

# Showcards

Print-ready artwork available for the front face of showcards Various products (conditions apply) 26 x 16 cm







Elevate<sup>™</sup> Kitchen Tools





Index<sup>™</sup> Advance

Elevate™ Knives

#### Wooden display cubes



# Contact us

Trade customer enquiries and ordering

Email: sales@josephjoseph.com

General account enquiries

Email: accounts@josephjoseph.com

General enquiries

Email: info@josephjoseph.com

Press enquiries

Stacey Rose, Profile PR Tel: 020 7394 7717

Email: stacey@profilepublicrelations.com

Joseph Joseph Ltd. The Grove 30 Great Guildford Street London SE1 OHS United Kingdom

Tel: +44 (0)207 261 1800 Fax: +44 (0)207 928 3396 info@josephjoseph.com

www.josephjoseph.com