Dualit

# passion

No frills.
No gimmicks.
No compromise.
Just Dualit.

*'a wonderful great beast'*
Gordon Ramsay, on his
six slot Dualit toaster
*The Independent*

# integrity

Dualit has always had a clear set of beliefs. That good design is timeless, that it is essential to put functionality first and that, being different – especially in the pursuit of excellence – creates its own set of unique attributes.

You can always tell a Dualit product; it has an unmistakable robust, solid, engineered quality. How many brands are bold enough to offer an entire product collection in colours ranging from rich cream to striking red?

What many people don't know is how integral innovation is to the brand. It's our combination of 'proven engineering' and 'state-of-the-art technology' that makes Dualit products so successful.

Good design
is timeless.

# authenticity

When Max Gort-Barten designed, engineered and built the first Dualit toaster in 1945, he wanted to create a product that would make the best toast in the world. It was so good that virtually every café and coffee bar in 1950s Britain boasted a Dualit toaster.

Today, toasters remain at the heart of the brand. Many chefs continue to swear by their Dualit appliances. The company is still independent, family-owned and run.

The first.
The best.
The original.
The professional's choice.

But now there's even more. Today's Dualit toasters incorporate the latest ProHeat element technology, come in an abundance of scrumptious colours and are complemented by a broad range of other appliances, from blenders to radios.

# timeless classics

Max Gort-Barten began Dualit in 1945 in a garage just off the Old Kent Road... with a cocktail shaker!

His next product was a patented toaster. The bread was toasted on one side then 'flipped' – by pulling the hinged sides down – to toast the other side.

1965 saw the launch of a two slot toaster with integral timer. The trademark Dualit design ethos was established even then.

Later in the 60s – by popular demand from chefs – the company added a commercial waffle iron to the range.

Throughout the 70s and 80s Dualit's range of commercial and domestic products was growing...

1945 1955 1965 1975

# Rooted in the past.
# Relevant today.
# Built for tomorrow.

...with designs being constantly re-engineered, developed and enhanced.

Kettles joined the throng in the 90s...

...and a line of domestic food preparation products followed suit in the early 00s.

In 2006, Dualit launched its first audio product – the DAB radio, complete with kitchen timer...and the product innovations are set to continue, so watch this space.

1985 1995 2000 2005 2010

# performance

Dualit's roots are in catering. Half of all Dualit products are still bought by commercial restaurants and hotels – that's how much professional chefs value Dualit products.

It's not just four and six slot toasters either – soup kettles, waffle irons, sandwich toasters, commercial blenders and conveyor toasters all work their socks off in some of the most famous restaurants in the world.

If you want products that are built to perform, you'll choose Dualit.

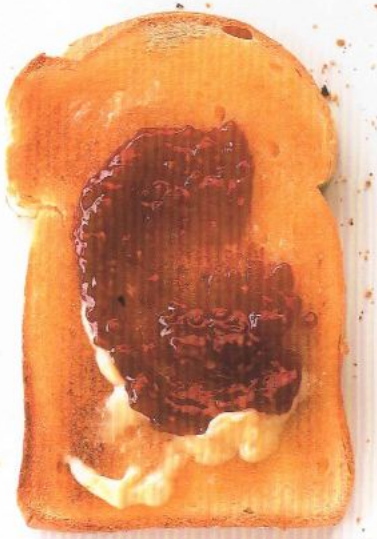
# desire

We might have been around since 1945, but Dualit products are as relevant today as they've ever been. That's the beauty of timeless classics like these. Available in a number of mouth-watering colours to complement any kitchen – follow your instincts and mix them or match them.

And if we can deliver in the harsh environment of a catering kitchen, you can be sure that Dualit products will meet your needs at home. So whether you are an aspiring chef, a would-be cook or anything in between, trust Dualit for the best results, every time.

Dualit is your very own kitchen assistant.

From toasters to radios, there are certain qualities that make every product a Dualit product.



## Dualit is

### …a stylish little number

Fashions may come and go but, more than 60 years on, Dualit products stand the test of time – effortlessly.

### …British

Dependable, slightly eccentric, independently owned and unquestionably British.

### …fun

Bold, curvaceous lines boast a mixture of glistening stainless steel and mouth-watering colours.

### …hard working

The Dualit conveyor toaster can produce up to 500 slices of toast an hour – enough for the hungriest customers.

### …utterly recyclable

If your Dualit Vario toaster breaks, just send it back and we'll repair it.

### …flying high

Cathay Pacific, Air France and Emirates all offer first class passengers Dualit toast.

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