

Pulse Home Products Ltd. has appointed EPE to be a leading UK distributor for its Breville brand.

EPE distribute all electrical kitchen products, including the hugely successful Antony Worrall Thompson by Breville range of licensed products.

The Breville brand became a household name during the early 1980's with 'Breville' becoming a generic term for a sandwich toaster. Today, Breville is still the market leader in this sector, but the brand name is now also synonymous with kettles, irons and toasters.

Breville is now a leading brand in the small electrical appliance industry and holds the Number 1 position in several product categories including Kettles, Fryers and Sandwich Toasters.

Working in partnership with TV Chef Antony Worrall Thompson, Breville has also been delivering professional food preparation products for homeowners since 2000.

Breville's continued growth is driven by innovation and design, as well as a determination to provide great quality products and unparalleled customer service.



Robbie Watson of Breville said: "Breville is one of the leading brands of small domestic appliances and as such needs to work with the leading distributors in the UK. Appointing EPE was an easy choice as they bring with them a wealth of experience and all the attributes we look for in our business partners.

EPE are dedicated to speed, efficiency and flexibility, and therefore will provide a number of services that will directly benefit retailers and maximise efficiency in the current market climate."

EPE managing director Noel Pamment said: "Breville has become a core brand in EPE's portfolio, providing customers with innovative products and designs. EPE and Pulse will provide promotional offers in the forth-coming months 2009 & 2010.

To arrange a presentation of Breville products, contact EPE sales Director Ray Swarbrick on 01484 450888 or for information on EPE please go to www.epeinternational.com

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