



household **HEI**  
essentials

Household Essentials is dedicated to the timeless foundations and changing needs of the modern household. With extensive knowledge and experience in laundry, storage, and home décor, Household Essentials continues to make your home more beautiful and efficient with uncommon solutions for common problems. Our leadership, with over 200 years of combined experience, directs with passion and vision. So whether you are starting out or designing anew, we work alongside you, using sustainable materials and eco-friendly production. It is quality you can trust, from our Household to yours.

**HEADQUARTERS & DISTRIBUTION CENTER**  
Hazelwood, Missouri 63042 (Located 10 minutes from St. Louis Airport)



## mission statement

At Household Essentials, we seek to earn your business and improve our brand recognition in home solutions. We will continue to capitalize on our extensive experience in Asian sourcing and manufacturing to expand our product lines and increase our sales and profits. We wish to enhance our importance to our customers and attract new customers with unique, provide quality product solutions and outstanding service, and conduct our business with integrity.

## profile

- Over 200 years combined category experience in senior & sales management.
- Consistent senior management for the last 30 years.
- Expertise in Asia sourcing and direct import fulfillment.
- Retail sales analytical department dedicated to POS data analysis and forecasting.
- EDI capable (incoming and exporting).
- Complete capability to fulfill catalog/internet orders.
- China-based staff.
- St. Louis based customer service.

Household Essentials began as a small import company in Dallas, Texas. The company was established as American Homeware in 1986. The primary products were closet organization and laundry accessories. These products were mostly imported from the Far East and sold to specialty retailers across the USA.

- 1991 American Homeware purchases Pressing Supply, the second largest producer of ironing board covers & pads in the USA.
- 1993 American Homeware purchases Ever-Ready Appliance Corporation. Ever-Ready, established in the 1940s, is a family-operated steel plant located in St. Louis, Missouri that produced ironing boards.
- April of 1994, American Homeware moves its operation to St. Louis. The company announced that all three companies—American Homeware, Pressing Supply, and Every-Ready—will be combined and operated under a new corporate identity: **DESIGN TREND**.
- 1996 Design Trend is purchased by Whitney-Corr Pak, a market leader in decorative corrugate products. When Whitney and Design Trend merge, the company is renamed WHITNEY DESIGN. Unfortunately, the decorative corrugate box market experiences significant decline due to the overwhelming growth of plastic storage. It is decided to close the corrugate operation in late 1997.
- February of 2006, Whitney Design purchases **Butt's Manufacturing**. Butt's is the market share leader in outdoor laundry products, e.g., pole / umbrella style dryers and clothesline reels.
- December of 2007, Whitney Design purchases **Hinge-It**. Hinge-It's product line is made up of patented and uniquely designed products that use door hinges to provide creative storage options in under-used spaces.
- January of 2010, Whitney Design's assets are purchased by **Household Essentials, LLC**, which is who we are now.
- June of 2011, Household Essentials purchases **Cedar Fresh**, the market leader in high quality aromatic cedar products that protect homes against moths, mildew, and mustiness.
- June of 2014, Household Essentials partners with **Leifheit AG** to become the exclusive distributor of Leifheit products, including Soehnle Scales, to the North American market. Leifheit leads the European market with its innovative, high-quality, German-engineered products for kitchen, laundry, and cleaning.
- November 2014: Household Essentials begins selling direct to consumer.
- 2015: Household Essentials partners with KROSNO Glassworks, the fine Polish glassmaker who already supplies some of the top names in the US glass market but who wants to export and grow their own brand name. They are featured in the 2016 Home and Houseware Show..
- March 2016: Household Essentials launched NEW line of home décor items, and line expansions in modern furniture for home and laundry, wicker, and Leifheit.

The company continues to grow in both distribution and dollar volume. Our major strength is our work force. We have over 200 years of collective experience and have been under the same continuous senior management team for over 25 years. This consistency brings us a great deal of strength, passion, and vision. We continue to pursue the innovation, quality, and service that have made us who we are as we move forward into a future bright with possibility.

## retail relationships

Household Essentials enjoys excellent relationships with major retailers and we enjoy a good mix of customers in our top ten. We supply mass merchants (discount stores), specialty stores (Bed, Bath, & Beyond, and The Container Store), and hardware / home centers (Ace, True Value, Lowe's and Menards). We also enjoy a significant breadth of e-commerce customers, including Amazon and Wayfair.

## operating fundamentals

**Keep it simple** - make it happen.

**Unquestionable ethics, i.e.**- if what we did were published in the Wall Street Journal, would we be comfortable? If not, find another solution.

**Clear goals** - if we know where we are going we should be able to figure out how to get there.

**No surprises** - if plans don't work, have the courage to say so to those who count on you.

**Smell smoke** - early warning helps us solve problems early and get on with our goals. We can take bad news and good news: we just don't like late news.

**High standards** - set goals that are worth striving for; there are lots of other people who are content to be average.

**Make it happen** - our jobs are to be effective: no analysis paralysis.

**Right information** - keep people informed; assemble facts and the best information available.

**Respect your hunches** - our gut instincts are important.

**Trending right** - set backs are not uncommon; incremental improvements and commitment keep us heading in the right direction.

**Maintain harmony** - mutual trust and respect are important to develop consensus management.

**No politics** - politics, like weeds, are always around and inhibit growth. An open atmosphere must be nurtured which helps eliminate corporate politics.

**Build trust** - we can't get there without trust in each other, be they partners, shareholders, management, employees, customers, or our community.

**Have fun** - to be high performing we all have to work hard. There is no rule that says we can't enjoy it.

**LEIFHEIT**



*Laundry care,  
Clean home, &  
Smart kitchen*



L I F E I N B A L A N C E

**SOEHNLE**



 **KROSNO**



*Fine  
Glassware*

 **Cedar Fresh**<sup>®</sup>  
H O M E P R O D U C T S



*clothing &  
closet care*



Organization & Decor



Laundry & Storage



VISIT our website at [www.householdessential.com](http://www.householdessential.com)  
to see our extensive line of products--uncommon solutions for common  
problems--that make your home more beautiful and efficient.



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