



# NEW PRODUCTS SPRING 2011

## DRINKUP

the bedside babushka carafe

Matryoshkas always hold surprises inside, and our hand-blown glass **DrinkUp** carafe is no exception. This doll's head is a drinking glass and her body holds just the right amount of water for quenching your midnight thirst. Colorful giftbox packaging.



## XTRACREAM

a familiar creamer, super-sized

We've taken one of those tiny cream containers you get at your local diner and super-sized it! **Xtra Cream** combines a durable, elegant ceramic carafe with a snappy, snap-on silicone lid. So fill 'er up and pass the sugar. Colorful giftbox packaging.



## MAZECAFÉ

an a-maze-ing journey

The path will be clear with our **MazeCafé** cup and saucer set. Your coffee drips will show the way as they twist and turn through the molded ceramic saucer, reminding you of how far you've come and where you must take aim. Individual giftbox packaging.



## LICKETYSPOON

the spoon that sticks out!

It might be rude to stick out your tongue, but it's also irresistible.

**Lickety Spoon** is made of stainless steel with a soft, food-safe silicone handle. It's a wicked illusion that will freak out your dinner mates with every bite you take. Packaged in a full-color, peggable window box.



## SWITCH

turn on your salt and pepper

It's time to **Switch** your boring salt and pepper shakers for something a little more electrifying! Turn on the pepper, or switch on the salt. Interactive fun! Recyclable clear giftbox packaging.



## ARISTOCAKES

they're royalicious!

**AristoCakes** turn any party into a royal ball! Add these clever, crown-shaped cupcake bakers to the festivities, and your little gathering is as cool as a cotillion. Four jewel-toned crowns are made of food-grade silicone and packaged in a beautiful giftbox.





### SALT + POWER

heavy duty salt + pepper set

Amp up any item on your menu with these life-like D-cell replicas. **Salt + Power** shakers are packed on a handsome peggable blistercard.



### TROPSTICKS

chopsticks from the tropics

This fine feathered friend holds your chopsticks in just the right position, so you can peck away with confidence and style. **Tropsticks** are made of washable silicone with reusable plastic chopsticks. Clear peggable recyclable giftbox.



### GOOD FORTUNE

what more could you wonton?

**Good Fortune** is great for kids just learning how to eat Asian style or for adults who have chopstick "issues" – its soft silicone construction holds your chopsticks at just the right angle. Clear recyclable peggable display boxes.

### FISHSTIX

ocean-fresh party pix

Use Fred's spiky **Fish Stix** pix to take a stab at your snacks. 24 shimmering sardine-shaped pix per pack, each one charming and reusable. No more fishing around for boring toothpicks!



### FOSSILFOOD

dig up your dessert

Each **Fossil Food** silicone cupcake baker contains a 3-D "fossil" at the bottom – it's up to your junior fossil-hunter to "unearth" the hidden dino! Can you dig it? Each set of 4 silicone cupcake molds is packaged in a handsome gift box.

### APPKINS

napkin-style plates for snacks

**Appkins** are durable elegant glazed white porcelain with the look of something a little ruffled and disposable – a delicious deception. Two 6"x6" plates in each colorful giftbox.



### MiXeD MeSsaGEs

the do-it-yourself ransom note mug

This typical white mug comes with a bevy of polymer letters "plucked" from magazines. They will cling to your mug through multiple washings but are easily removed. So what will your **MiXeD MeSsaGe** be? We'll give you 24 hours to figure it out! Colorful giftbox packaging.



## HAVE AN ICE DAY

don't worry...drink happy!

Share a drink and a smile at the same time! There are 7 chances to spread happiness in this hyper-friendly, reusable ice tray. It's the classic cool symbol that never fails to turn a frown upside down. So...**Have an Ice Day!** Clear peggable recyclable gift boxes.



## HATCHED

Grade A Large Extra Fancy Ice Eggs

Which came first, the chicken or the ice? Fill this silicone tray with water, freeze, and soon enough you'll pop out five icy eggs, ready to chill your favorite drinks. That doesn't happen in a regular hen house, does it? **Hatched** is packaged in a clear peggable recyclable giftbox.



## ORIGAMI NAPKINS

the ancient art of playing at the table

Looking for a little something to keep your guests entertained between courses? Each **Origami Napkin** is printed with easy-to-follow instructions for turning a dull everyday serviette into remarkable 3-dimensional decor. 40 napkins in each pack, 4 assorted designs.



## FINGER PICKIN'

nimble thimbles for party nibbles

Who needs old-fashioned full-sized utensils? Slip on a **Finger Pickin'** pick and you're ready to hit the hors d'oeuvres. Just remember – when the party's on it's better to be a multitasker than a juggler! 12 assorted color picks in each peggable blisterbox.



## ICE ATTACKS!

unidentified frozen objects

It's an **Ice Attack!** These UFO and meteor-shaped ice cubes have popped free of their silicone ice tray in a galaxy far, far away to coldly go where no ice has gone before. Colorful giftbox packaging.



## THE OCD CHEF

obsessive chopping & dicing

The **OCD Chef** is a 9x12" cutting board made of strong, long-wearing beechwood, and it clearly spells out the most precise measurements in exacting detail. So, if you're the type who goes a little overboard in the kitchen, it's OK, we've got you covered. Clear printed giftbox.



## FILL-A-LILY

function in full bloom

Nothing brightens up a work space like fresh flowers. So we took one of nature's showiest blooms as the inspiration for our **Fill-a-Lily** funnel. Soft, flexible, and sleek, once you see how well it works you'll be glad you picked it. Individual gift box packaging.



## CAKE CANDELABRA

make your party posh

Now here's something that takes the cake...a show-stopping, jaw-dropping birthday cake topping. Nine finely-turned candles fit perfectly into the silver-toned base of **Cake Candelabra**, creating a stunning centerpiece! Candles and candle holder are all packed in a colorful giftbox.

## STORE-M's

perk up your fridge

Say goodbye to bland leftover storage and say *privet* (that's Russian for hello) to **Store-M's**. You get three nesting plastic storage boxes with all the folkloric charm of a matryoshka doll. So *na zdarov'ye!* (that's Russian for Enjoy!). Clear recyclable packaging.



## DREAMLIGHTS

magical lights to brighten your night

As Fred's **Dreamlights** lamp gently winks and blinks, you'll fall asleep like a child to happy memories of glowing fireflies, warm summer nights, and lazy vacation days. It's solar-powered! Set it to automatically switch on in the dark or to turn on with a shake. Each lamp is gift-boxed.



## DISHWISH

now you can be the dish fairy

Have you ever wished that the legendary dish fairy would appear and magically make your kitchen sparkle? Here's the next best thing – just wave our **Dish Wish** "magic wand" kitchen brush! Now doesn't that feel special? Peggable half-blister packaging.

POSTPONED



## GLOBOY

such a bright lad!

During the day, **GloBoy** is a sleepy sentinel on your windowsill. When darkness falls, flip him over and he gives off a warm comforting glow. His solar-charged battery will power him for up to 6 hours. Individual gift boxes.

## LUNCHBUGS

sandwich bags with a surprise

Add some zing to lunch! Just pack your meals in **Lunch Bugs**, the sandwich bags with a supersized creepy-crawly built right in. These reusable zip-to-lock storage bags are big enough for a two-handed sandwich, or bagels & *scream* cheese. 24 bags in an attractive dispenser box.



## STRESSBEATER

for (stress) management issues

Don't let stress beat you up – slip on a **Stress Beater**. It has all the hard-edged visual appeal of brass knuckles, combined with the tension-reducing properties of a basket of kittens. Its submissive, soft feel and comforting finger holes will have you seeing rainbows. Ahhhhh.



## MY 2¢

for what it's worth

Pass along a token of your esteem or leave behind a helpful "tip" that says how you *really* feel. The twenty aluminum tokens in **My Two Cents** are packed on a double sided "coin card" in a peggable clear headerbag.

## SHARPACT

magically sharpen your knives!

It's the perfect set-up – the mysterious wooden box, the lovely audience volunteer, the glint of finely-honed carbon steel...and YOU! Fred has elevated the boring knife sharpener into death-defying magic, and you are the star of this **Sharp Act**. Gift box packaging.



## PLAYMORE

the scribble & dribble note pad

Crumple your notes into a ball and score a goal, serve an ace, or shoot a hole in one. With Fred's **Play More** pad, the back of each page is printed like a sports ball. 48 pages, eight different styles, so no matter what your game, you can turn your goofs into glory.



## TRASHED

notably crumpled sticky pads

Rumpled, crumpled, and resurrected, **Trashed** sticky notes have been around the block and lived to tell the tale. The perfect vehicle for your cryptic reminders, notes to self, and plans for world domination. Four 100-sheet pads in a peggable, recyclable blister pack.



## LEAFKEEPERS

deciduous desktop organizers

Leaf-shaped nylon ties tame the technological tangle with a natural outdoor flair. Turn over a new leaf and get organized! 12 cable ties in each clear peggable bag.



## MIXMONSTERS

groove to the beast

**Mix Monsters** were born to serve and protect your iPod Shuffle. Made of space-age, bounce-proof silicone, they stretch for a perfect fit. Complete with 12 removable eyeball stickers so you can personalize your new monster mate. Two Monsters on each peggable clamshell.



## DINEINK

bon appetit, cubicle captive!

Here are the essential multi-tasking office tools you've been waiting for – **DineInk** is a set of ordinary stick-pens that do double duty as handy dining utensils. Food-safe and reusable, they'll stand up to your take-out General Tso's chicken. 3 pens, with both original caps and utensil caps, packaged in a peggable, reusable zip-bag.



## RE/COVER

old-school iPhone® cases

Give your 4G iPhone a warm, cozy feel by snuggling it into one of these retro-yet-functional hard-shell cases. Choose from four nostalgic **Re/Cover** – you get all the function and twice the fun. Peggable, recyclable clamshell packaging.



## ISTUCK

the chewed-up self-stick phone stand

**iStuck** will hold your personal communicator at just the right angle for viewing a video, without any sticky mess. It's sugar-free and recommended by four out of five dentists. Peggable blistercard packaging.

