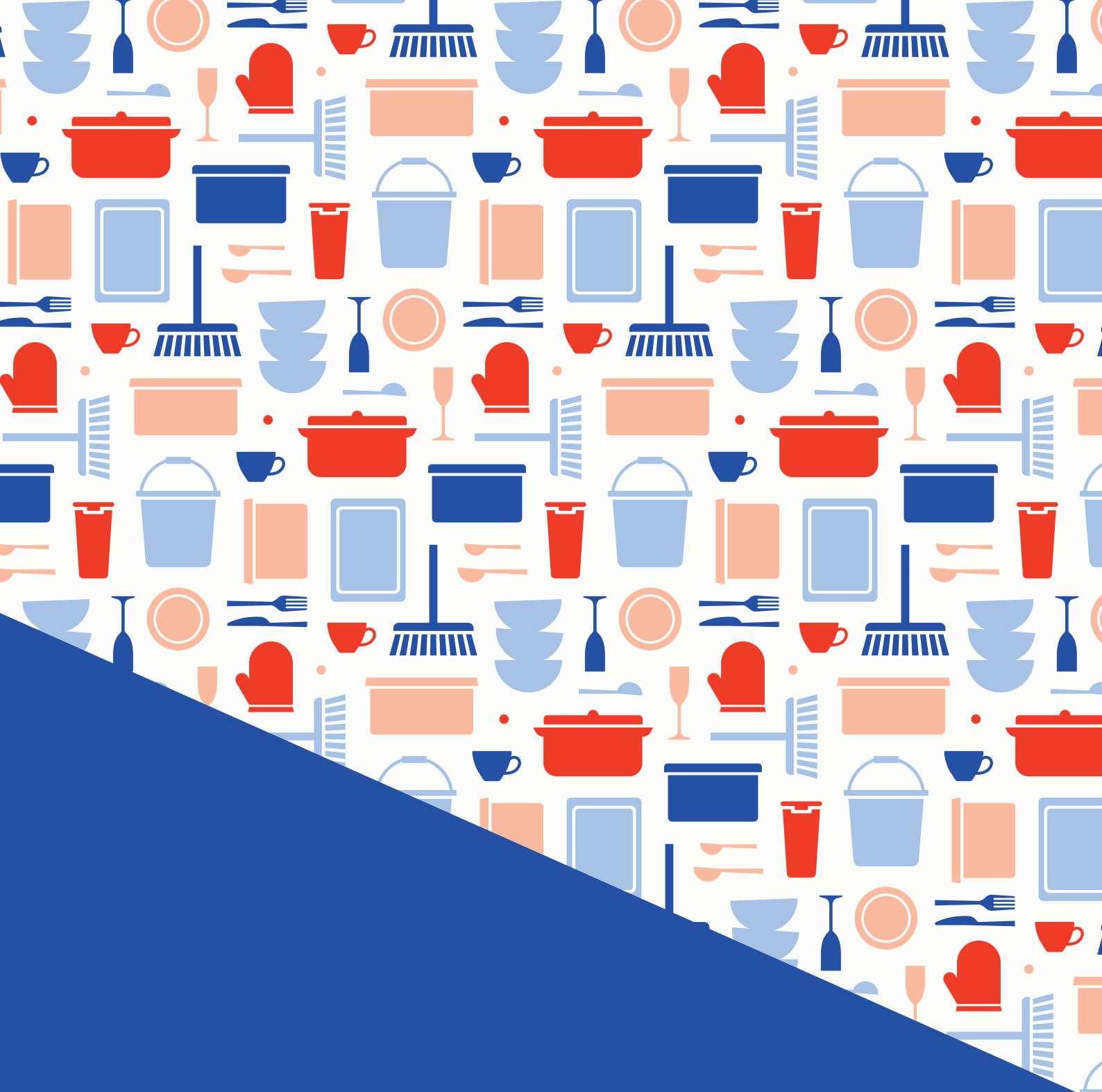




BetterWare[♥]

Making Homes Better Since 1928

A Brand Steeped in History...

1928

Founded as 'Better Ware' in East London making and selling brushes and polishes door to door.

1930-50

Sales quadruple after the war as many ex-servicemen join.

1960s

More women join the workforce.
Ditched the suitcase - too many products to carry around.
A folder of photographs replaces it.

1970

Renamed 'Betterware' to reflect a wider range of products.
The Betterware catalogue is launched.

1980-90

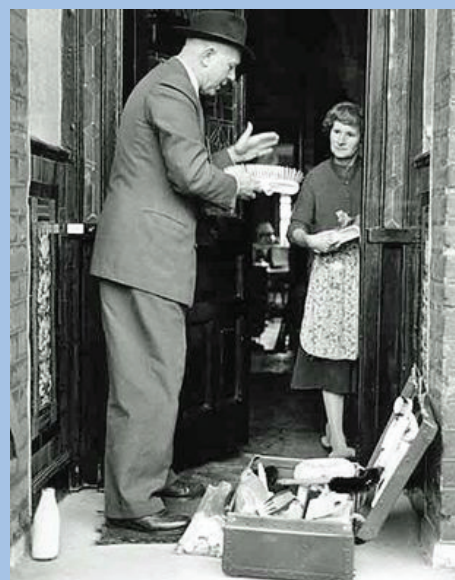
Expansion moves BetterWare to Birmingham and is listed on the stock market - becoming one of the best performing shares in the 90's.

2000

Goes online, launching a website to sell to a wider audience, including parts of Europe.

2023

BetterWare is acquired by What More; with plans to relaunch the brand across retail and D2C.



Contents

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STACK EASE

The BetterWare StackEase range offers durable, space-saving kitchen essentials with a sleek pewter finish. Each item features stackable designs, lip handles for easy carrying, and an embossed logo for added style. The range includes trays, roasters, and a cooling rack, with medium and small trays featuring ridges for better air circulation and even cooking. Available individually, in sets, or as a 7-piece collection, StackEase provides a complete cooking and baking solution while maximizing kitchen storage.

Stack Ease



00000 Large Oven Tray

Special order only



00000 Medium Oven Tray

Special order only



00000 Small Oven Tray

Special order only



00000 Large Roaster

Special order only



00000 Medium Roaster

Special order only



00000 Small Roaster

Special order only



00000 Cooling Tray

Special order only





NO STICK +

The ultimate in non-stick coating, this range is crafted from a triple layer coating for premium non-stick performance, offering exceptional food release and easy cleaning. Made from durable 0.6 gauge material with a Ilag Tri Plus 3 layer coating, and finished in sleek black, the range offers the highest quality in long-lasting, non-stick functionality. With 11 versatile products spanning the range, including oven trays, roasting tins, a Yorkshire pudding tin, and a baking sheet, this collection is designed for a superior cooking experience.

No Stick +



00000 30cm Roaster

Special order only



00000 30cm Oven Tray

Special order only



00000 36cm Roaster

Special order only



00000 36cm Oven Tray

Special order only



00000 41cm Roaster

Special order only



00000 41cm Oven Tray

Special order only



00000 41cm Roaster with Pouring Lip

Special order only



00000 36cm Roast & Rack

Special order only



00000 Dual Oven Tray

Special order only

No Stick +



**00000 6 Cup Yorkshire
Pudding Tin**

Special order only



00000 Baking Sheet

Special order only





OVEN MAX

The BetterWare Oven Max range has been specifically designed to make the most out of space in a standard oven, making them perfect for families, dinner parties, or when catering to larger groups.

The range includes a giant tray and roaster, both featuring a lip for easy handling. They stack neatly to save space, offering a practical yet efficient storage solution. Ideal for those who cook in larger quantities, providing ultimate convenience and efficiency.

Oven Max



00000 Large Oven Tray

Special order only



00000 Medium Oven Tray

Special order only



00000 Small Oven Tray

Special order only



00000 Large Roaster

Special order only



ENAMEL

The Enamel range has been uniquely crafted for use across a variety of stove tops including induction hobs, gas hobs, open flames, and radiant electric elements (providing it isn't left to boil dry) for ultimate versatility, convenience and efficiency.

Each product within the range is made from 0.6 gauge special steel, specifically designed for enamelling, and coated with a durable vitreous ceramic layer that is fired at 1,000°C. The final product thickness is then around 1mm, offering high quality durability and resilience.

The products within the range include roasting tins, oven trays, an oval roaster with lid and pizza platter, all of which are safe for use with metal knives and tools, and dishwasher safe for easy cleaning.

Enamel



55401 22cm Roaster

22cm • Set
Ext:
Pack Qty: 6
5038135554018



55411 30cm Roaster

30cm • Set
Dimensions
Pack Qty: 6
5038135554117



55421 37cm Roaster

37cm • Set
Dimensions
Pack Qty: 6
5038135554216



55431 Oven Tray

Size • Set
Dimensions
Pack Qty: 6
5038135554315



55441 Dual Oven Tray

Size • Set
Dimensions
Pack Qty: 6
5038135554414



54271 Oval Roaster

Size • Set
Dimensions
Pack Qty: 8
5038135542718



54231 30cm Oven Tray

30cm • Set
Dimensions
Pack Qty: 6
5038135542312



54241 36cm Oven Tray

36cm • Set
Dimensions
Pack Qty: 6
5038135542411



54251 41cm Oven Tray

41cm • Set
Dimensions
Pack Qty: 6
5038135542510

Enamel



54201 30cm Roaster

30cm • Set
Ext:
Pack Qty: 6
5038135542015



54211 36cm Roaster

36cm • Set
Dimensions
Pack Qty: 6
5038135542114



54221 41cm Roaster

41cm • Set
Dimensions
Pack Qty: 6
5038135542213



54261 Pizza Tray

Size • Set
Dimensions
Pack Qty: 6
5038135542619





AIR FRYER ACCESSORIES

This versatile collection includes 13 air fryer accessory sets (available in sets of 2 or 4), all designed to enhance the ease and efficiency of air fryer cooking.

The range includes deep dish tins, round tins, trays, square tin, oval dish, and mini oven tray. All crafted with high-performance, non-stick coating for easy cleaning. Safe up to 230 degrees with a durable, lightweight design for rapid heat transfer.

Each air fryer accessory is suitable for most air fryers as well as standard ovens. They are also fridge and freezer safe for added convenience.

Air Fryer Accessories



71000 Rectangular Deep Dishes

16cm • Set of 2
Ext: 16.5 x 11.5 x 4.5cm
Pack Qty: 12
Pallet: 1260
5038135477003



71020 Round Tins

17cm • Set of 2
Ext: 17 dia x 3.5cm
Pack Qty: 8
Pallet: 864
5038135710209



71040 Round Tins

20.5cm • Set of 2
Ext: 20.5 dia x 2.5cm
Pack Qty: 8
Pallet: 960
5038135710407



71060 Rectangular Trays

23cm • Set of 2
Ext: 23 x 16.5 x 1.5cm
Pack Qty: 12
Pallet: 1500
5038135710605



71080 Rectangular Trays

25cm • Set of 2
Ext: 25 x 18.5 x 1.5cm
Pack Qty: 12
Pallet: 1500
5038135710803



71100 Square Tins

17cm • Set of 2
Ext: 17 x 17 x 3.5cm
Pack Qty: 8
Pallet: 864
5038135711008



71120 Square Tins

21cm • Set of 2
Ext: 21 x 21 x 3.5cm
Pack Qty: 8
Pallet: 600
5038135711206



71140 Rectangular Deep Tins

22.5cm • Set of 2
Ext: 22.5 x 11 x 5.3cm
Pack Qty: 12
Pallet: 720
5038135711404



71160 Oval Dishes

16.5cm • Set of 2
Ext: 16.5 x 12 x 3.5cm
Pack Qty: 12
Pallet: 1344
5038135711602

Air Fryer Accessories



71180 Round Tins

10.5cm • Set of 4
Ext: 10.5 dia x 2.5cm
Pack Qty: 12
Pallet: 3000
5038135711800



71200 Round Deep Tins

9cm • Set of 4
Ext: 9 dia x 4.5cm
Pack Qty: 12
Pallet: 2160
5038135712005



71220 Round Fluted Tins

8.5cm • Set of 4
Ext: 8.5 dia x 1.5cm
Pack Qty: 12
Pallet: 7020
5038135712203



71240 Deep Liners

20cm • Set of 2
Ext: 19.5 x 12 x 6cm
Pack Qty: __
Pallet: __
5038135712401





ESSENTIALS

The everyday essentials range featuring 30 products, all designed in a sleek silver finish. The collection includes nesting oven trays, deep trays, roasting tins, muffin tins, and cake tins, all made from entry-level, non-stick material for effortless release and easy cleaning. Built for reliable performance at affordable prices, offering value for money without compromising on quality.

Essentials



67000 39cm Oven Tray

39cm
Ext: 38.5 x 29 x 2cm
Pack Qty: 12
Pallet: 1404
5038135670008



67020 35cm Oven Tray

35cm
Ext: 34.5 x 26 x 2cm
Pack Qty: 12
Pallet: 2880
5038135670206



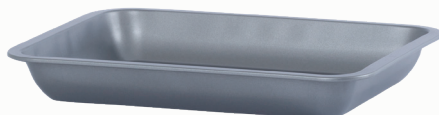
67040 31cm Oven Tray

31cm
Ext: 31.5 x 23.5 x 1.5cm
Pack Qty: 12
Pallet: 2880
5038135670404



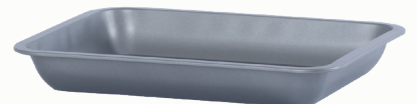
67080 25cm Oven Tray

25cm
Ext: 25.5 x 18.5 x 1.5cm
Pack Qty: 12
Pallet: 5760
5038135670800



67120 39cm Roasting Tin

39cm
Ext: 38.5 x 29 x 5cm
Pack Qty: 12
Pallet: 1620
5038135671203



67140 35cm Roasting Tin

35cm
Ext: 34.5 x 26 x 4.5cm
Pack Qty: 12
Pallet: 2640
5038135671401



67160 31cm Roasting Tin

31cm
Ext: 31.5 x 23.5 x 4cm
Pack Qty: 12
Pallet: 3600
5038135671609



67200 25cm Roasting Tin

25cm
Ext: 25.5 x 18.5 x 3cm
Pack Qty: 12
Pallet: 4800
5038135672002



67240 35cm Deep Tray

35cm
Ext: 34.5 x 26 x 5cm
Pack Qty: 12
Pallet: 2640
5038135672408

Essentials



67260 31cm Deep Tray

31cm
Ext: 31.5 x 23.5 x 5cm
Pack Qty: 12
Pallet: 3600
5038135672606



67360 18cm Deep Round Sandwich Tin

18cm
Int: 18 x 18 x 3.5cm
Pack Qty: 12
Pallet: 4800
5038135673603



67380 20cm Deep Round Sandwich Tin

20cm
Int: 20 x 20 x 3.5cm
Pack Qty: 12
Pallet: 4800
5038135673801



67460 18cm Brownie Tin

18cm
Int: 18 x 18 x 3.5cm
Pack Qty: 12
Pallet: 3840
5038135674600



67480 20cm Brownie Tin

20cm
Int: 20 x 20 x 3.5cm
Pack Qty: 12
Pallet: 3840
5038135674808



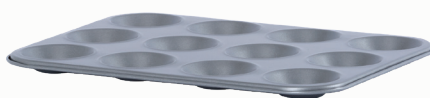
67500 23cm Brownie Tin

23cm
Int: 23 x 23 x 3.5cm
Pack Qty: 12
Pallet: 3840
5038135675003



67540 31cm Deep Oven Tray

31cm
Ext: 30.5 x 19 x 3cm
Pack Qty: 12
Pallet: 3360
5038135675409



67560 12 Cup Bun Sheet

12 Cup
Ext: 31.5 x 24 x 1.5cm
Pack Qty: 12
Pallet: 960
5038135675607



67580 6 Cup Muffin Tin

6 Cup
Int: 26.5 x 18.5 x 3cm
Pack Qty: 12
Barcode

Essentials



67900 12 Cup Muffin Tin

12 Cup
Ext: 35.5 x 26.5 x 3cm
Pack Qty: 12
5038135679001



67620 4 Cup Yorkshire Pudding Tin

4 Cup
Ext: 23.5 x 23.5 x 2cm
Pack Qty: 12
Pallet: 1000
5038135676208



67640 2lb Loaf Tin

2lb
Ext: 25.5 x 12.5 x 6cm
Pack Qty: 12
Pallet: 2232
5038135676406



67680 Loose Bottom Deep Tin

20cm
Int: 19 x 19 x 9cm
Pack Qty: 5
Pallet: 200
5038135676802



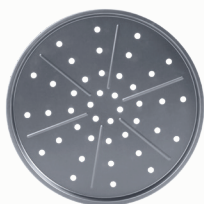
67760 20cm Springform Tin

20cm
Int: 20.5 x 20.5 x 6.5cm
Pack Qty: 6
Pallet: 360
5038135677601



67780 22cm Springform Tin

22cm
Int: 22.5 x 22.5 x 6.5cm
Pack Qty: 6
Pallet: 360
5038135677809



68820 33cm Pizza Tray

33cm
Ext: 33 dia x 1.5cm
Pack Qty: 12
Pallet: 2160
5038135688201



68100 Pizza Tin & Crisper Tray

33cm • Set of 2
Ext: 33 x 33 x 1.5cm
Pack Qty: 10
Pallet: 720
5038135681004



68120 Stacking Oven Trays

35cm, 31cm and 28cm • Set of 3
Ext: 34.5 x 26 x 2cm
Pack Qty: 10
Pallet: 660
5038135681202

Essentials



68140 Stacking Roasting Tins

35cm, 31cm and 28cm • Set of 3
Ext: 34.5 x 26 x 4.5cm

Pack Qty: 6
Pallet: 264
5038135681400



68160 Stacking Deep Trays

35cm, 31cm and 28cm • Set of 3
Ext: 24.5 x 26 x 5cm

Pack Qty: 6
Pallet: 264
5038135681608





FOOD LOCKER™

This food storage range offers practical, stylish solutions for organising fridges, freezers, cupboards, and pantries. Blending modern aesthetics with functionality, the 30 BPA-free products are perfect for storing rice, pasta, vegetables, and more. Each item features a modular, stackable design to maximise space, with secure click-on lids to keep contents fresh. Dishwasher and freezer safe, this range combines durability with convenience, ideal for streamlined kitchen organisation.



66000 Rectangular Fridge Storer

300ml
Ext: 12 x 10 x 4cm
Pack Qty: _
5038135660009



66025 Rectangular Fridge Storer

500ml • Set
Ext: 12 x 10 x 6cm
Pack Qty: _
5038135660252



66050 Square Fridge Storer

400ml
Ext: 12.5 x 12.5 x 4cm
Pack Qty: _
5038135660504



66075 Square Fridge Storer

600ml
Ext: 12.5 x 12.5 x 6cm
Pack Qty: _
5038135660757



66100 Square Fridge Storer

1200ml
Ext: 12.5 x 12.5 x 12cm
Pack Qty: _
5038135661006



66125 Square Fridge Storer

1500ml
Ext: 12.5 x 12.5 x 16cm
Pack Qty: _
5038135661259



66150 Square Fridge Storer

750ml
Ext: 17 x 17 x 4cm
Pack Qty: _
5038135661501



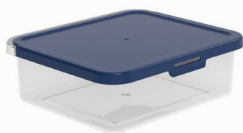
66175 Square Fridge Storer

1200ml
Ext: 17 x 17 x 6cm
Pack Qty: _
5038135661754



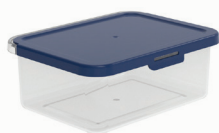
66200 Rectangular Fridge Storer

800ml
Ext: 19 x 16.5 x 4cm
Pack Qty: _
5038135662003



66225 Rectangular Fridge Storer

1330ml
Ext: 19 x 16.5 x 6cm
Pack Qty: _
5038135662256



66250 Rectangular Fridge Storer

1500ml
Ext: 19 x 14.5 x 7cm
Pack Qty: _
5038135662508



66275 Rectangular Fridge Storer

2200ml
Ext: 19 x 14.5 x 11.5cm
Pack Qty: _
5038135662751



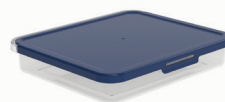
66300 Rectangular Fridge Storer

1200ml
Ext: 28 x 15 x 4cm
Pack Qty: _
5038135663000



66325 Rectangular Fridge Storer

1800ml
Ext: 28 x 15 x 6cm
Pack Qty: _
5038135663253



66350 Rectangular Fridge Storer

1300ml
Ext: 23 x 20 x 4cm
Pack Qty: _
5038135663505



66375 Rectangular Fridge Storer

2000ml
Ext: 23 x 20 x 6cm
Pack Qty: _
5038135663758



66400 Rectangular Fridge Storer

4100ml
Ext: 23 x 20 x 12cm
Pack Qty: _
5038135664007



66425 Rectangular Fridge Storer

2750ml
Ext: 25.5 x 18 x 8cm
Pack Qty: _
5038135664250



66475 Rectangular Fridge Storer

4200ml
Ext: 25.5 x 18 x 12cm
Pack Qty: _
5038135664755



66500 Round Fridge Storer

650ml
Ext: 15 x 15 x 5
Pack Qty: _
5038135665004



66525 Round Fridge Storer

1200ml
Ext: 15 x 15 x 10cm
Pack Qty: _
5038135665257



66550 Round Fridge Storer

1800ml
Ext: 15 x 15 x 15cm
Pack Qty: _
5038135665509



66575 Round Fridge Storer

2300ml
Ext: 20 x 20 x 10cm
Pack Qty: _
5038135665752



66600 Round Fridge Storer

3500ml
Ext: 20 x 20 x 15cm
Pack Qty: _
5038135666001



66625 Cereal / Food Storer

3500ml
Ext: 19.5 x 12 x 16cm
Pack Qty: _
5038135666254



66650 Cereal / Food Storer

5000ml
Ext: 19.5 x 12 x 21.5cm
Pack Qty: _
5038135666506



66675 Cereal / Food Storer

8000ml
Ext: 19.5 x 12 x 33cm
Pack Qty: _
5038135666759



CLEANING

Discover our stylish cleaning range, featuring a modern blue and grey design that complements any home.

The collection includes durable indoor brushware, mops, and kitchen accessories, all designed for practicality and ease of use. Built for performance and style, this range is ideal for customer seeking products that will stand the test of time.

Everyday Cleaning



65200 Soft Brush with Handle

Handle: 120 x 2.5 x 2.5cm
Attachment: 33 x 7 x 13cm
Assembled: 33 x 7 x 130cm

Pack Qty: 24
Pallet: 480
5038135652004



65225 Stiff Brush with Handle

Handle: 120 x 2.5 x 2.5cm
Attachment: 32 x 6 x 12cm
Assembled: 32 x 6 x 130cm

Pack Qty: 24
Pallet: 480
5038135652257



65250 Deck Brush with Handle

Handle: 120 x 2.5 x 2.5cm
Attachment: 29 x 5 x 8cm
Assembled: 29 x 5 x 126cm

Pack Qty: 24
Pallet: 576
5038135652509



65275 Ultra XL Mop with Handle

Handle: 120 x 2.5 x 2.5cm
Attachment: 30 x 12 x 7cm
Assembled: 12 x 7 x 147cm

Pack Qty: 24
Pallet: 960
5038135652752



65300 Ultra XL Microfibre Mop with Handle

Handle: 120 x 2.5 x 2.5cm
Attachment: 25 x 13.5 x 10cm
Assembled: 12 x 8 x 142cm

Pack Qty: 24
Pallet: 960
5038135653001



65325 Cotton Mop with Handle

Handle: 120 x 2.5 x 2.5cm
Attachment: 30 x 12 x 8cm
Assembled: 12 x 8 x 147cm

Pack Qty: 24
Pallet: 960
5038135653254



65350 Microfibre Floor Mop with Handle

Handle Extended: 140 x 2.5 x 2.5cm
Handle Unextended: 79 x 2.5 x 2.5cm
Attachment: 43 x 12 x 8cm
Assembled Extended: 43 x 12 x 148cm
Assembled Unextended: 43 x 12 x 88cm

Pack Qty: 6
Pallet: 480
5038135653506



65375 Dustpan & Brush Set

Ext: 34 x 23.5 x 10cm
Pack Qty: 12
Pallet: 3780
5038135653759



65400 Long Handled Dustpan & Brush Set

Ext: 28 x 25 x 84.5cm
Pack Qty: 12
Pallet: 720
5038135654008

Everyday Cleaning



65425 Scrub Brush

Ext: 16.5 x 7.5 x 11cm

Pack Qty: 12

Pallet: 2160

5038135654251



65450 Dish Brush

Ext: 27 x 7.5 x 6cm

Pack Qty: 24

Pallet: 2304

503813564503



65475 Microfibre Floor Mop Refill

Ext: 43 x 12 x 8cm

Pack Qty: 12

Pallet: 3780

5038135654756



65700 16 Litre Mop Bucket

16L

Pack Qty: 6

Pallet: 180

5038135657009

Essentials Cleaning



64950 Toilet Brush & Holder

Ext: 13 x 13 x 38cm
Pack Qty: 24
Pallet: 1560
5038135649509



64975 Toilet Brush Refill

Ext: 8 x 8 x 36.5cm
Pack Qty: 24
Pallet: 2592
5038135649752



64825 Ultra Mop with Handle

Handle: 120 x 2.5 x 2.5cm
Attachment: 30 x 10.5 x 8.5cm
Assembled: 10.5 x 8.5 x 146cm
Pack Qty: 24
Pallet: 960
5038135648250



64850 Soft Brush with Handle

Handle: 120 x 2.5 x 2.5cm
Attachment: 29 x 6 x 12cm
Assembled: 29 x 6 x 130cm
Pack Qty: 24
Pallet: 624
5038135648502



64800 Dustpan & Brush Set

Ext: 32.5 x 24 x 8.5cm
Pack Qty: 24
Pallet: 1152
5038135648007



LAUNDRY

Introducing our practical and stylish laundry range, designed to make drying clothes a breeze. The collection includes soft-grip pegs for a secure hold and a variety of durable washing lines to suit every space. Reliable and easy to use, these essentials are perfect for tackling laundry day with ease.

Laundry



65000 Steel Core Clothes Line

15m
Ext: 21 x 6 x 4.5cm
Pack Qty: 15
Pallet: 2160
5038135650000



65010 Plastic PVC Core Clothes Line

20m
Ext: 24.5 x 6 x 4.5cm
Pack Qty: 15
Pallet: 2160
5038135650109



65020 Steel Core Clothes Line

25m
Ext: 25.5 x 6 x 5cm
Pack Qty: 15
Pallet: 2160
5038135650208



65030 Rubber Grip Pegs

Pack of 20
Ext: 3.5 x 1.5 x 8.5cm
Pack Qty: 24
Pallet: 2112
5038135650307



OUTDOOR BRUSHWARE

Introducing our durable outdoor brushware range, proudly made in Britain. This collection features wooden brooms in a variety of sizes and a large dustpan and brush, all designed for tough outdoor tasks. Hard-wearing and built to last, these dependable tools are perfect for keeping outdoor spaces neat and tidy.

Outdoor Brushware



65100 9" Deck Scrub with Handle

9" Brush with 137cm Handle
Ext:
Pack Qty: 12
Pallet: 300
5038135651007



65110 12" Indoor/Outdoor Broom with Handle

12" Broom with 137cm Handle
Dimensions
Pack Qty: 12
Pallet: 300
5038135651106



65120 13" Stiff Yard Broom with Handle

13" Broom with 137cm Handle
Dimensions
Pack Qty: 12
Pallet: 200
5038135651205



65130 18" Broom with Handle

18" Broom with 137cm Handle
Dimensions
Pack Qty: 12
Pallet: 225
5038135651304



65140 24" Broom with Handle

24" Broom with 137cm Handle
Dimensions
Pack Qty: 12
Pallet: 150
5038135651403



65170 Jumbo Dustpan & Brush

Ext: 39 x 34 x 13.5cm
Pack Qty: 24
Pallet: 576
5038135651700

BetterWare[♥]

Making Homes Better Since 1928

sales@whatmoreuk.com
www.originalbetterware.com