

## Precision Plus Press Release

*Tower Precision Plus introduces best-in-class Bakeware and Kitchen Tools & Gadgets*

*Stockists can now claim a stylish Precision Plus FSDU with all eligible orders from RKW*

Tower, the fastest-growing SDA brand and Britain's favourite for Air Frying in the UK, has announced a new premium bakeware and kitchen tools & gadgets collection for Spring 2022. Precision Plus is a versatile range for cooking, baking and roasting, developed using best-in-market materials for professional-quality results.

Bringing complete versatility to bakers and home-cooks, Precision Plus Bakeware offers over 28 bespoke products to tackle baking and roasting tasks with ease. Featuring various sized roasting pans, loaf pans, brownie pans, baking trays, cake pans and more, each product perfectly serves its purpose in the kitchen while delivering fantastic results.

Precision Plus Bakeware boasts the brand's superior Black Diamond non-stick coating that is seven times stronger than other bakeware coatings. The highly-effective properties prevent bakes from sticking to the tin, providing effortless food release to allow users to spend more time enjoying cooking and less time taking care of the clean-up.

Each product features a heavy-duty construction of thick aluminised steel for longer-lasting quality. Aluminised steel is an incredibly tough and hardwearing material that feels lightweight in the hands; perfect for withstanding everyday cooking and also comfortable to use for consumers of all ages.

The bakeware withstands oven temperatures up to 260°C without warping or deformation. A high abrasion resistance prevents damage from metal utensils for a fuss-free cooking experience. It also uses eco-friendly materials that are food-safe and kind to the climate, free from harmful toxins such as BPA and PFOA.

Precision Plus Tools & Gadgets introduces over 27 essential kitchen accessories, including can openers, slotted spoons, pizza cutters, hand graters and more. Gadgets feature Durablade stainless steel blades for increased longevity, while the nylon tools can be used on non-stick cookware without damage or scratching.

All of the Tools & Gadgets are made from BPA-free, food-safe materials and come complete with ergonomic Softtex handles for comfortable use. These kitchen essentials ensure reliable quality with strong resistance against high temperatures, odours and discolouration. All Precision Plus products are also dishwasher-safe, making them perfect for modern busy lives.

The first quarter of 2022 has brought times of global economic uncertainty, with market data suggesting consumers are shopping less but shopping smarter. With value and quality at the forefront of consumer purchasing decisions, Tower has developed Precision Plus to last longer than many other premium brands in the kitchen.

Precision Plus Bakeware products come with a 20-year extended guarantee, providing reassurance to consumers who have had to repeatedly replace inadequate, low-quality

bakeware from other brands. Tower is confident in the longevity of the range, offering incredible quality at a highly competitive price point.

As incentive for retailers investing in the new range, Precision Plus orders with RKW are eligible for a bespoke free-standing display unit that complements the sleek look of the collection in-store. The FSDU smartly displays both Bakeware and Tools & Gadgets to maximise sales, serving as focal point for the retail store and a simple way for consumers to check the quality of the products.

Precision Plus Bakeware and Tools & Gadgets are arriving in stock through Spring 2022. Please ask your sales representative for more details or browse the collection online at [rkwltd.com](http://rkwltd.com).