



 **Toastermaster**®

TRU

babycakes®

Harry Potter™

Disney™

**STAR
WARS**™

WWW.SELECTBRANDS.COM

TRU



FOUR QUART DIGITAL AIR FRYER

FEATURES:

4 Quart Capacity

8 Preset Cook Functions

Digital Touchscreen Controls

Adjustable Heat Control

Quick Release Removable Air Fryer Basket

Removable Crisper Tray Included

Air Fry, Roast, Bake, Grill & Toast

Healthier Oil-Free Frying

AF-429ATH

SELECT BRANDS
INCORPORATED

TRU



SIX QUART DIGITAL AIR FRYER

FEATURES:

6 Quart Capacity

8 Preset Cook Functions

Digital Touchscreen Controls

Adjustable Heat Control

Quick Release Removable Air Fryer Basket

Removable Crisper Tray Included

Air Fry, Roast, Bake, Grill & Toast

Healthier Oil-Free Frying

AF-629ATH

SELECT BRANDS
INCORPORATED

TRU



EIGHT QUART DIGITAL AIR FRYER

FEATURES:

8 Quart Capacity

8 Preset Cook Functions

Digital Touchscreen Controls

Adjustable Heat Control

Quick Release Removable Air Fryer Basket

Removable Crisper Tray Included

Air Fry, Roast, Bake, Grill & Toast

Healthier Oil-Free Frying

AF-829ATH

SELECT BRANDS
INCORPORATED

TRU

FULLY AUTOMATIC ESPRESSO MACHINE



FEATURES:

- 19 Bar High Pressure Pump
- Makes Latte's, Macchiato's, Americano's & More
- 20+ Customizable Drink Presets
- Programmable Coffee Strength, Volume, & Temperature
- Milk & Espresso Customization
- Grinds, Tamps, & Brews Coffee in 60 Seconds
- Illuminated Touchscreen Display
- Integrated Scroll Wheel Control
- Detachable Milk Reservoir
- Integrated Burr Grinder
- Removable 1.5L Water Tank
- Removable Drip Tray
- Self-Cleaning Function
- Height Adjustable Milk Spout
- Pulse Extraction Process Allows for a More Perfect Extraction of Coffee

CM-1588

SELECT BRANDS
INCORPORATED

TRU

ESPRESSO MACHINE WITH BURR GRINDER



FEATURES:

19 Bar High Pressure Pump With 1450w Heater System

Integrated Precision Burr Grinder With Adjustable Grind Settings

360-Degree Swivel Steam Wand For Precise Milk Foam

6 One-Touch Function Buttons & Digital Display For Pressure Extraction & More

Single Or Double Shot Espresso Options

Includes 350ml Stainless Steel Frothing Pitcher, Espresso Tamper, And Cleaning Tools

58mm Portafilter With Two Steel Filter Baskets

System Alerts Indicators

Removable Two Piece Drip Tray

3 Liter Removable Water Tank

Cup Warming Plate

CM-201B

SELECT BRANDS
INCORPORATED

TRU



AUTOMATIC POUR-OVER COFFEE MAKER

FEATURES:

Planetary Motion Brew Process

Touchscreen Controls with
Digital Display

Glass Serving Carafe with
Silicone Sleeve

Paper Filters Included

Rinse Cycle

Precise Water Temperature Control

Compact



CM-001PO

SELECT BRANDS
INCORPORATED

TRU



COUNTERTOP ICE MAKER

FEATURES:

Select Small Or Large Bullet Style Ice Cubes

9 Pieces Of Ice Every 6 Minutes

Touch Screen Control Panel

1.2 Liter Water Capacity

60 Minute Storage Duration

Self-Clean Function And Drain Plug Make The Ice Maker Easy To Clean

See-Through Glass Lid For Easy Viewing Of Ice Cube Capacity

Includes Removable Ice Basket And Ice Scoop

Convenient Compact Size Making It Lightweight And Portable

Minimal Noise For Quieter Ice Making

IM-1201

SELECT BRANDS
INCORPORATED

STAR WARS™

RECHARGEABLE & CORDLESS CONVENIENCE

BUILT-IN 1200 MAH LITHIUM BATTERY PROVIDES UP TO 1 HOUR OF USE PER CHARGE. NO NEED FOR FREQUENT BATTERY REPLACEMENT. INCLUDES USB-C CHARGING CABLE (WALL ADAPTER NOT INCLUDED).

DETACHABLE WHISK & EASY CLEANING

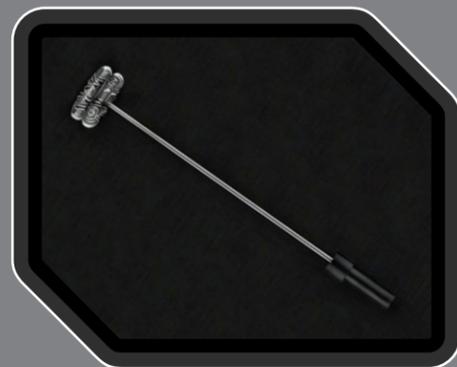
PRECISION STAINLESS-STEEL DUAL-COIL WHISK DETACHES FOR QUICK RINSING. IPX6 WATERPROOF RATED FOR EASY, WORRY-FREE CLEANUP UNDER RUNNING WATER.

POWERFUL, QUIET PERFORMANCE

TWO-SPEED MOTOR DELIVERS UP TO 8,000 RPM FOR SMOOTH, CREAMY FOAM IN 15 SECONDS, WITH QUIET 45 DB OPERATION IDEAL FOR DAILY USE.

COMPACT STAINLESS STEEL STAND

SIMPLY PLACE THE FROTHER IN THE CONVENIENT STAND TO CHARGE, STORE, OR DISPLAY.



SELECT BRANDS
INCORPORATED



RECHARGEABLE MILK FROTHER

LSW-001MF

Disney

STAR WARS™

RECHARGEABLE & CORDLESS CONVENIENCE

BUILT-IN 1200 MAH LITHIUM BATTERY PROVIDES UP TO 1 HOUR OF USE PER CHARGE. NO NEED FOR FREQUENT BATTERY REPLACEMENT. INCLUDES USB-C CHARGING CABLE (WALL ADAPTER NOT INCLUDED).

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COMPACT STAINLESS STEEL STAND

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SELECT BRANDS
INCORPORATED



RECHARGEABLE MILK FROTHER

LSW-002MF

Disney

STAR WARSM

RECHARGEABLE & CORDLESS CONVENIENCE

BUILT-IN 1200 MAH LITHIUM BATTERY PROVIDES UP TO 1 HOUR OF USE PER CHARGE. NO NEED FOR FREQUENT BATTERY REPLACEMENT. INCLUDES USB-C CHARGING CABLE (WALL ADAPTER NOT INCLUDED).

DETACHABLE WHISK & EASY CLEANING

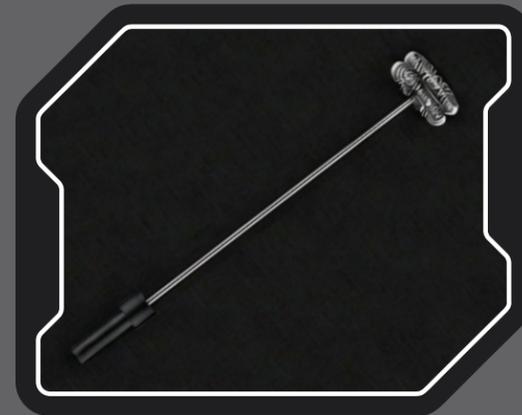
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COMPACT STAINLESS STEEL STAND

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 SELECT BRANDS
INCORPORATED



RECHARGEABLE MILK FROTHER

LSW-003MF

www.starwars.com © & ™ Lucasfilm Ltd.

THE
MANDALORIAN



Features:

- Bakes 4 Stitch Cake Pops
- Healthy Ceramic Coated Cooking Plates
- Illuminated Power Light
- Convenient Cord Wrap
- 25 Cake Pop Sticks Included



Disney
Stitch
Cake Pop Maker



Features:

- Makes 4-Inch Stitch Waffles
- Healthy Ceramic Coated Cooking Plates
- Power Indicator Light
- Convenient Cord Wrap



Disney
Stitch
Mini Waffle Maker



Features:

- Toasted Stitch Imprint On Sandwiches
- Healthy Ceramic Coated Cooking Plates
- Illuminated Power And Ready Lights
- Safe Locking Latch
- Perfect For Hot Sandwiches, French Toast And More!



Disney
Stitch
Sandwich Maker



Features:

- 7 Quart Capacity
- Removable Stoneware Insert
- Adjustable Temperature Control
- Cool Touch Handles
- Tempered Glass Lid



Disney
Stitch
7 Quart Slow Cooker



CONTACT US



WWW.SELECTBRANDS.COM



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CALL US AT 866-663-4500



MEDIA@SELECTBRANDS.COM

Select Brands is a leading manufacturer and marketer of kitchen appliances, providing innovative, functional, and family-friendly products for everyday use. As the parent company of popular brands like Babycakes, TRU, and Toastmaster, and an official licensee of Disney, Warner Brothers, and Paramount for kitchen appliances, Select Brands focuses on bringing convenience, joy, and creativity to the kitchen.

BRAND PROFILE

Family VISION

We strive to offer the best product assortment by providing consumers an unparalleled product experience at an exceptional value.

Family BELIEFS

We believe the kitchen is the heart of the home, and whether your personal style is minimalism, big, bold & eclectic, traditional, or modern, our collection of kitchen appliances delivers style, storytelling, and our promise of reliable quality.

Family VALUES

A BELIEF IN FAMILY CONNECTION

Whether creating meals together or making memories through shared kitchen experiences, Select Brands believes in fostering connections through food.

A FOCUS ON INNOVATION

Select Brands continuously seeks to innovate with products that simplify daily tasks, making cooking and baking a joyful experience for all households.

A FUN AND FUNCTIONAL APPROACH TO COOKING

Select Brands products are not only practical but also offer fun designs and licensed collections that appeal to all age groups.

Family MEMBERS

The Busy Parent

Millennial or Gen X parents with young kids, balancing work, school schedules, and family time. They want products that save time while engaging kids in the kitchen, making meal prep both easy and fun.

The Home Chef / Entertainer

Cooking enthusiasts who enjoy experimenting and hosting. They look for premium, durable tools with sleek designs that help them create elevated meals and memorable gatherings.

The Everyday Cook

Practical and value-driven, they cook most nights at home and seek reliable, versatile appliances that deliver consistent results without complexity or high cost.

The Breakfast Lover

Families and young professionals who make breakfast a daily ritual. They want high-capacity, quick-use tools that make mornings smoother – and sometimes a bit indulgent.

The Gift Shopper

Occasion-focused buyers looking for affordable, stylish gifts with a story. They shop for weddings, housewarmings, birthdays, and holidays, gravitating toward products with lasting appeal.

BRAND USAGE

COPY GUIDELINES

Focus On Approachability

Communicate in a way that feels like a conversation with a trusted friend.

Emphasize Excitement and Joy

Highlight the anticipation and enjoyment of trying out new recipes and new products.

Reliable and Trustworthy Messaging

Shift the tone to emphasize the dependability, efficiency, and high performance the customer can expect.

Family VOICES

We are Friendly and Approachable

Say hello to our newest arrival!

We are Energetic and Fun

Make everyone jelly of your donut game.

We are Professional and Reliable

Elevate your hosting with products made to last.

BRANDING OVERVIEW

This may be quickly referenced for logo, typography, and color overview when detailed examination of the brand elements is not required.



PRIMARY LOGO



SHIELD LOGO



BRAND MARK

PRIMARY COLORS

SELECT BRANDS TEAL #2ca8b7

SELECT BRANDS GRAY #949393

SECONDARY COLORS

BLACK #000000

WHITE #ffffff

SELECT BRANDS LIGHT BLUE #94cdd8

SELECT BRANDS LIGHT TEAL #4fc2ba

SELECT BRANDS DARK TEAL #134c4f

PRIMARY FONTS

POPPINS BOLD - HEADING

POPPINS SEMIBOLD - SUBHEADING

Poppins Regular - Subheading / copy text

Poppins Light - Copy text

SECONDARY FONTS

SUMMER MORNINGS • POPULAR

beautiful bloom • summer loving • summer festival • *select*

TRU

TRU EXPERIENCE. TRU COMMUNITY. TRU LIFESTYLE.

TRU delivers aspirational, modern kitchen appliances designed to elevate your cooking experience. With an emphasis on elegant design and inspired functionality, TRU empowers home cooks, busy parents, and entertainers to simplify routines, unleash creativity, and host effortlessly—bringing innovation and style to every meal.

BRAND PROFILE

TRU VISION

TO REDEFINE THE MODERN KITCHEN with inspiring, elegant appliances that combine innovative features with a sleek, contemporary style. TRU helps customers elevate their everyday cooking with tools that are as aspirational as they are practical.

TRU BELIEF

THAT COOKING SHOULD BE A SOURCE OF INSPIRATION—whether you’re making a quick family meal or hosting a gathering to remember. TRU products bring:

ASPIRATION

Tools that turn everyday cooking into something extraordinary.

MODERN CONVENIENCE

Time-saving solutions for today’s fast-paced lives.

INSPIRATION

Encouragement to experiment, create, and enjoy more moments in the kitchen.

ELEGANT SIMPLICITY

Beautiful, intuitive designs that make cooking feel effortless.

TRULY UNIQUE VALUES & QUALITIES

ELEGANT DESIGN

Stylish and contemporary aesthetics that enhance any kitchen space.

INSPIRING FUNCTIONALITY

Practical tools that encourage creativity, helping every cook achieve more.

MODERN INNOVATION

Sleek, multi-functional appliances that simplify kitchen tasks without compromising on performance.

ASPIRATIONAL

Designed for those who want to create and host with confidence, offering tools that elevate both style and function.

TRU COMMUNITY

THE STYLISH HOST

Hosting is an art, and the Stylish Host knows how to do it with flair. They’re drawn to TRU’s sleek, sophisticated appliances that make every gathering effortless and elegant. Whether it’s a dinner party or a cozy coffee morning, they love creating memorable experiences with tools like the Slim Espresso Machine, Ice Maker, and Triple Slow Cooker. For them, it’s all about combining function and fashion seamlessly.

THE PRACTICAL PERFECTIONIST

The Practical Perfectionist demands appliances that are **as reliable as they are stylish**. TRU’s Coffee Makers, Air Fryers, and Slow Cookers are their go-to tools for simplifying life while maintaining a polished, modern aesthetic. They love the brand’s ability to seamlessly combine functionality and design, meeting their high standards for quality and elegance in every detail.

THE BUSY PROFESSIONAL

Life is hectic, and the Busy Professional values TRU’s appliances for their ability to simplify daily routines. They need quick, reliable solutions like the Coffee Maker, Air Fryer, and Cordless Blender to make their days more manageable. With a focus on sleek designs and efficient functionality, TRU fits perfectly into their fast-paced lifestyle, saving time without compromising on quality.

THE DESIGN-FORWARD MINIMALIST

The Design-Forward Minimalist believes **less is more**, seeking appliances that enhance their space rather than clutter it. TRU’s Slim Espresso Machine, Ice Maker, and Cordless Blenders fit perfectly into their curated, high-end lifestyle. With clean lines and timeless designs, TRU offers the ideal balance of form and function, helping them create a refined and stylish home.

THE SOPHISTICATED ENTERTAINER

For the Sophisticated Entertainer, **hosting is more than just a hobby—it’s a way of life**. They turn to TRU for premium, design-forward appliances that elevate their gatherings. With products like the Automatic Espresso Machine, Triple Slow Cooker, and Ice Maker, they create flawless experiences that leave a lasting impression. TRU’s blend of style and substance speaks to their passion for effortless luxury.

BRAND GUIDELINES QUICK SHEET

BRAND USAGE

COPY GUIDELINES

FOCUS ON ASPIRATIONAL MESSAGING

Highlight how TRU appliances help users create, elevate, and impress with ease.

EMPHASIZE ELEGANCE AND STYLE

Use language that reflects sophistication, such as *sleek, refined, and modern*.

CELEBRATE INNOVATION

Speak to advanced features that simplify tasks and inspire creativity.

INSPIRE CONFIDENCE

Position TRU as the ultimate kitchen partner that helps users achieve more in less time.

PERSONALITY & VOICE

ASPIRATIONAL & ENCOURAGING

Enhance your kitchen, elevate your meals.

MODERN & CONFIDENT

Sleek innovation for a kitchen that works smarter.

ELEGANT & STYLISH

Designed to perform beautifully, inside and out.

INSPIRING & PRACTICAL

TRU gives you the tools to cook, create, and host with confidence.

BRANDING OVERVIEW

A quick reference for logo, typography, and color overview when detailed examination of the brand elements is not required.

PRIMARY COLORS

PANTONE 376 C #8dc63f

PANTONE 363 C #439539

SECONDARY COLORS

BLACK #000000

WHITE #ffffff

PANTONE 376 C 50%

GRAY 40% #a7a9ac

PRIMARY LOGO



BRAND MARK

TRU

PRIMARY FONTS

FUTURA PT BOLD - HEADING

FUTURA PT DEMI - SUBHEADING

Futura pt medium - copy text

QUALITY IN THE KITCHEN SINCE 1921

For over 100 years, Toastmaster has been a timeless icon in American kitchens, delivering dependable tools that families rely on every day. From the first pop-up toaster to today's versatile appliances, Toastmaster combines wholesome practicality with reliable performance, ensuring every meal is effortless, enjoyable, and made to last.

BRAND PROFILE

OUR VISION

is to empower every kitchen with timeless tools that simplify cooking for families, home chefs, and hosts alike. We believe in creating products that are as wholesome as the meals they help prepare, built on a foundation of reliability and quality that endures for generations.

OUR BELIEFS

Cooking is about creating moments that bring people together. With the right tools, anyone can feel confident in the kitchen. Toastmaster delivers appliances that are ...

...**TIMELESS** in design and purpose.

...**DEPENDABLE** for everyday use.

...**WHOLESOME** in their ability to make home-cooked meals easier and more meaningful.

...**ICONIC** in their legacy and place on your countertop.

OUR UNIQUE VALUES & QUALITIES

Timeless. Dependable. Wholesome. Iconic.

TIMELESS DESIGN

Classic, dependable appliances that stand the test of time.

RELIABILITY YOU CAN TRUST

Tools that perform flawlessly, meal after meal.

WHOLESOME SIMPLICITY

Intuitive designs that make cooking approachable for everyone.

ICONIC HERITAGE

Over a century of bringing practical, lasting solutions to the heart of the home.

THE PEOPLE

we work to inspire.

THE BUDGET-CONSCIOUS COOK

For those who value affordability without compromising on quality, Toastmaster offers reliable appliances that make cooking at home easy and enjoyable. Perfect for stretching your budget while achieving consistent results.

THE FAMILY MEAL MAKER

For busy parents and caregivers, Toastmaster provides durable, family-friendly appliances that simplify meal prep and bring loved ones together. From breakfast to dinner, we make cooking for the family a breeze.

THE PRACTICAL GIFTER

For thoughtful gift-givers, Toastmaster offers affordable and functional appliances that are perfect for any occasion. Whether for a wedding, holiday, or housewarming, our products make practical and appreciated gifts.

THE FIRST-TIME HOMEOWNER

For young adults setting up their first home, Toastmaster delivers essential, easy-to-use appliances that balance affordability and style. Start your kitchen journey with tools that make cooking simple and stress-free.

THE EVERYDAY CHEF

For home cooks seeking reliable appliances for daily meals, Toastmaster provides straightforward, versatile tools that perform consistently. Make every meal a success with products designed for everyday use.

COPY GUIDELINES

TIMELESS AND HONEST MESSAGING

Celebrate Toastmaster's history of reliability while staying forward-looking.

FOCUS ON WHOLESOMENESS

Highlight family meals, everyday cooking, and the joy of simple, successful results.

ELEVATE DEPENDABILITY

Reinforce trust with phrases like *built to last* and *ready when you are*.

EMBRACE THE ICONIC BRAND STORY

Anchor messaging in Toastmaster's legacy with phrases like *a kitchen classic since 1921*.

OUR PERSONALITY & VOICE

WE ARE STRONG & DEPENDABLE

Tools you can trust, from the first toast to the last bite.

WE ARE WHOLESOME AND TIMELESS

Simple, reliable, and built for life's best moments.

WE ARE SMART & APPROACHABLE

Designed to make cooking easier for every kitchen.

WE ARE AN ICONIC LEGACY

Celebrating 100 years of helping families cook with confidence.

BRANDING OVERVIEW

This may be quickly referenced for logo, typography, and color overview when detailed examination of the brand elements is not required.



PRIMARY LOGO



BRAND MARK

PRIMARY FONTS

MYRIAD PRO BOLD CONDENSED - HEADING

MYRIAD PRO SEMIBOLD CONDENSED - SUBHEADING

Myriad pro semibold condensed - copy text

SECONDARY FONTS

SUMMER MORNINGS • POPULAIRE • SUMMER LOVING SANS • SYDNEY SANS SERIF

beautiful bloom • summer loving • summer festival • sydney

PRIMARY COLORS

PANTONE 1375C #faa634

GRAY 60% #808285

SECONDARY COLORS

BLACK #000000

WHITE #ffffff

GRAY 10% #e6e7e8

GRAY 30% #bcbec0

GRAY 50% #939598



BAKING JOY IN EVERY BITE.

Babycakes is the original treat-baking brand that makes baking playful, easy, and fun for everyone. From mini cupcakes to donuts and cake pops, our compact, versatile appliances spark creativity, bring families together, and make dessert time a celebration. Babycakes transforms everyday baking into memorable, comforting moments—all with a touch of whimsy.

BRAND GUIDELINES QUICK SHEET

brand profile

OUR VISION

is to inspire creativity, connection, and joy in every kitchen through simple, fun, and approachable baking tools. Babycakes celebrates the magic of baking by making it effortless for everyone, turning small treats into big smiles.

OUR BELIEFS

We believe that baking should be...

Fun for all

Baking isn't just for pros; it's for kids, families, and anyone ready to try something new.

Creative and personal

Every batch is a blank canvas waiting to be topped, dipped, or sprinkled.

Comforting and familiar

There's nothing better than the smell of homemade treats and the joy they bring.

Friendly and easy

Baking should be a breeze—quick, simple, and always rewarding.

OUR PEOPLE

The Creative Parent

Little hands, big memories!

Busy parents seeking fun, interactive activities with their kids. They value quick, mess-free solutions for family bonding and creating sweet memories.

The Gift-Giver Extraordinaire

Give the gift of baking joy!

Shoppers looking for unique, thoughtful gifts that inspire creativity and bring joy. They want practical yet whimsical items perfect for any occasion.

The Experimental Foodie

Turn your kitchen into a treat lab!

Creative bakers who enjoy trying new recipes and sharing their colorful creations on social media. They love versatile tools for endless possibilities.

The Aspiring Baker

Mini treats, maximum fun!

Young adults exploring baking for the first time, seeking compact, hassle-free tools to create fun treats in dorms or small kitchens.

The Pinterest Perfect Host

Whip up picture-perfect treats in minutes!

Party enthusiasts who love crafting Instagram-worthy spreads and stunning desserts with ease. They value tools that combine style and simplicity.

OUR UNIQUE VALUES AND QUALITIES

Playful Creativity

Baking should be fun, not fussy! Babycakes makes it easy to experiment, decorate, and personalize every treat.

Friendly and Comforting

Our products feel like old friends—inviting, easy to use, and ready to help you bake something wonderful.

Nostalgic Joy

Baking with Babycakes evokes warm, timeless memories of family, friends, and homemade treats shared together.

Imaginative and Versatile

With compact designs and multi-use functionality, Babycakes encourages bakers to create a world of treats.

brand usage

COPY GUIDELINES

Be Fun and Whimsical

Use phrases like "Treat yourself," "Whip up joy," or "Get creative in the kitchen."

Celebrate Creativity

Encourage playful experimentation with phrases like "Top it, dip it, sprinkle it!" or "What's your next sweet creation?"

Stay Warm and Welcoming

Keep the tone friendly and accessible, inviting bakers of all levels to join the fun.

Highlight Togetherness

Emphasize family and connection with phrases like "Made for little hands and big memories."

PERSONALITY AND VOICE

Playful and Lighthearted

Mini treats, maximum smiles!

Creative and Encouraging

Your imagination's the limit—let's get baking!

Friendly and Warm

Baking made easy, memories made sweeter.

Comforting and Nostalgic

From family brunches to birthday surprises, Babycakes is made for moments that matter.

BRANDING OVERVIEW

A quick reference for logo, typography, and color overview when detailed examination of the brand elements is not required.

Primary Logo



Shield Logo



Primary Fonts

MUSEO 700 - HEADING

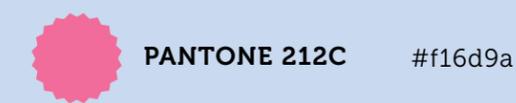
Museo 500 - Subheading

Museo 300 - copy text

Alternate Fonts

Berthold Script Medium Italic Bold

Primary Colors



Secondary Colors

