



Prepara Introduces Newly Designed Kitchen Tools

New Innovation Product Showcase at the 2024 Inspired Home Show

Montclair, NJ – March 7, 2024—Prepara, an international designer and producer of unique and versatile kitchen tools and accessories, is pleased to present new products being added this year to the brand's portfolio. These innovative tools will be displayed at the 2024 Inspired Home Show in Chicago, IL from March 17th – 19th at Prepara's booth South 1835.

Prepara's Pasta Max brings innovation to pasta straining and serving with its unique design that allows this one tool to perform different functions (MSRP \$10). Up next, our Toaster Tongs, with built in magnet for easy access, are the perfect little tool to handle and retrieve your hot and ready crispy treats (MSRP \$10). These new kitchen products will be available nationwide by Summer, 2024.

"These are some of the most useful and yet pragmatic tools in our Prepara line up. Once you've used our toaster tongs, you'll wonder why you burnt your fingers so many times before. It takes pride of place in most kitchens and magnetizes to the fridge or toaster. The Pasta Max on the other hand is a clever combination of a scoop and a ladle. Creating one tool that'll get you through the prep and the serving of your family's favorite dishes." - Dean Chapman, Founder of Prepara.

Please contact Michael Karyo, Senior Vice President, for any additional brand or product information at michael@prepara.com.

About Prepara

Based in Montclair, NJ, Prepara's brand mission is to provide our customers with a high-quality, novel and exceptionally well-designed kitchenware to enhance their food preparation and cooking experience. During the product creation process we carefully consider how our products can affect and encourage our community to eat healthier meals by using fresh ingredients and storing foods safely, while meaningfully helping to improve their well-being and quality of life.