

Joseph<sup>®</sup>  
Joseph

100  
COLLECTION™

REVOLUTIONARY DESIGN. EXCLUSIVE COLLECTION.



100  
COLLECTION™

## REVOLUTIONARY KITCHENWARE. REDEFINED.

There's something special about a Joseph Joseph product that sets it apart from the competition.

First it engages you with its innovative design. Then it captivates you with its functional benefits. Finally, it assures you with its use of high-quality materials and attention to detail.

The 100 Collection takes these attributes to a new level with a unique range of products specially selected from the current Joseph Joseph range for their iconic design and innovative function.

For this exclusive collection, each product has been redefined using premium materials and a restrained colour palette to create a truly unique range of contemporary kitchenware.





## INNOVATION. REINVENTED.

Every product in the Joseph Joseph range provides an effective solution to an everyday problem. Whether it helps to complete a task more efficiently, improve hygiene or simply store away neatly after use, everything has been designed to be genuinely useful.

Products selected for the 100 Collection embody this philosophy to the full, with items chosen representing the very best in design and functionality from across the range.

As well as their innovative design, each 100 Collection product benefits from the use of premium materials in their manufacture. Brushed and polished stainless steel is used throughout giving each piece a high-quality finish and added durability. In the process, design details have been refined to compliment these materials, with engraving, embossing and etching of the Joseph Joseph brand logo heightening their appeal.

In summary, the 100 Collection provides all the innovation of the Joseph Joseph range with the option of a more neutral colour palette and the added benefits of superior materials.



## DESIGN ORIGINS.

Twin brothers Antony and Richard Joseph grew up with manufacturing in their blood, spending time in the family glass-making business. The company mainly produced decorative glass chopping boards illustrated with rustic scenes but when tastes changed and demand began to wane it was clear a fresh approach was needed.

Having both trained in product design, the brothers were embarking on their early careers when their father asked them to look at reinventing the glass chopping board range. They jumped at the chance.

After early success with their creative, colourful designs, their entrepreneurial spirit kicked in and in 2003 they decided to go it alone – and with that the Joseph Joseph brand was born.

Their big leap forward though came from a simple observation - many everyday objects can actually create problems for the user through poor design. In addition, many tasks around the home could be made much easier and more enjoyable with a little intelligent thinking.

From this light-bulb moment Antony and Richard knew they'd found a way to differentiate Joseph Joseph from other brands. And it set them on a path that was to create some truly iconic kitchenware.



## DESIGN HERITAGE.

Joseph Joseph continues the tradition of world-class British design with its innovative, contemporary kitchenware. The company takes pride in the fact that everything is designed by some of the finest talent the UK has to offer. Ideas are generated through an award-winning team of in-house designers or by collaborating with renowned UK design studios.

The design process always starts by identifying an everyday problem that people experience in the home and ends with finding an original solution that is a joy to use and have in your home.

## A UNIQUE OPPORTUNITY.

This exclusive range of kitchenware comes packaged in stylish gift boxes and is supported by point-of-sale materials. To preserve its exclusivity, the 100 Collection is only available to retailers who fulfil the following criteria:

- *Have a permanent retail outlet*
- *Stock all products in the collection*
- *Merchandise products together using the official point-of-sale materials*



## ELEVATE™ STEEL 100

6-PIECE STAINLESS-STEEL KITCHEN TOOL SET  
WITH INTEGRATED TOOL RESTS

*Concept by Gillian Westley Design by Derek Roberts Design registered*

The Elevate™ range has been specifically designed to improve hygiene and minimise the mess made by placing utensils onto kitchen surfaces during use. Each utensil has an innovative, weighted handle with an integrated tool rest, ensuring that when an Elevate™ product is placed down, its head or blade is raised from the work surface.

This set of utensils feature high-quality 18/8 stainless-steel tool heads and ergonomic, heat-resistant silicone handles, finished with polished stainless-steel ends.

The set comprises six essential kitchen tools with a rotating storage stand and a non-slip base.



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**Set comprises:** Solid Spoon, Spaghetti Server, Slotted Turner, Slotted Spoon, Skimmer, Ladle, Carousel.

Tools - dishwasher safe

Carousel - wipe clean with a damp cloth



Elevate™ Steel 100 Carousel Set  
21.5 x 21 x 35 cm  
(8½ x 11 x 9 inches)  
(95029)



Rotating carousel





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## COUNTERSTORE™ 100

STAINLESS-STEEL KITCHEN ORGANISER  
WITH OAK CHOPPING BOARD

*Design by Studio17 Design registered*

With limited space in many kitchens, this compact worktop organiser allows you to store knives, gadgets and utensils in one convenient place. The design features separate compartments for each tool type and includes a central knife store with non-scratch slots that grip blades safely and securely. It also comes with its own non-slip, oak chopping board that stores neatly at the back.

Storage unit – wipe clean with a damp cloth; Chopping board - wash by hand and wipe dry (do not soak). Knife store suitable for blades up to 8 inches (20 cm) long.



Counterstore™ 100  
31 x 12.5 x 23 cm  
12¼ x 5 x 9 inches  
(95026)



Chopping board stores neatly in slot on reverse



Non-scratch knife slots grip blades securely





## ELEVATE™ 100 KNIVES CAROUSEL SET

WITH INTEGRATED KNIFE RESTS

*Concept by Gillian Westley Design by Derek Roberts Design registered*

The Elevate™ range has been specifically designed to improve hygiene and minimise the mess made by placing utensils onto kitchen surfaces during use. Each utensil has an innovative weighted handle with an integrated tool rest, ensuring that when an Elevate™ product is placed down, its head or blade is always raised from the work surface.

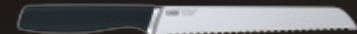
Elevate™ 100 Knives bring new levels of quality and refinement to the range. The blades are made from ice-hardened, German X50CrMoV15 stainless steel, strengthened with vanadium for extra durability. They have hand-finished, taper-ground edges, producing a wedge-shaped profile that cuts more effectively and stays sharper for longer. Their ergonomic, soft-grip handles provide added comfort and grip - even when wet - and they have discreet colour-coded dots on their handles that aid knife selection when stored in the carousel.

Elevate™ 100 Knives Carousel Set is clad in high quality, brushed 18/8 stainless steel and is reassuringly sturdy. It has a non-slip base and universal, magnetic knife slots that hold the knives securely in place when stored. This innovative design means that any Elevate™ 100 knife can be stored in any slot, regardless of its blade length.





Set comprises:



8" Bread knife



8" Carving knife



8" Chef's knife



7" Santoku knife



5" Utility knife



3½" Paring knife



Carousel



Rotating knife block has non-slip base and universal, magnetic knife slots.



Weighted handles and integrated knife rests prevent blades from touching the work surface when placed down.



Knives - hand wash only and dry immediately  
Carousel - wipe clean with a damp cloth

Elevate™ 100 Knives Carousel Set  
34 x 23 x 23 cm  
(13½ x 9 x 9 inches)  
(95034)



## NEST™ 100 UTENSILS

COMPACT KITCHEN TOOL SET

*Design by Studio17 Design Design registered*

Nest™ is the ultimate collection of space-saving kitchenware comprising a unique range of preparation, storage and cooking sets. Their innovative design allows the individual elements within each set to be stacked neatly together, thereby occupying the absolute minimum amount of space when stored.

Nest™ 100 Utensils comprises five essential kitchen tools plus a stainless-steel storage stand with a non-slip base. Made from heat-resistant nylon, their handle tips are also beautifully finished in high-quality 18/8 stainless steel. When nested together, each tool is held securely in place by small magnets in the handles making them extremely compact.

This unique design eliminates the need for an additional utensil pot and streamlines your kitchen tools into one indispensable set.

All utensils are heat-resistant up to 200°C/392°F and are dishwasher safe.



Nest™ 100 Utensils  
11.3 x 11.3 x 32.7 cm  
(4½ x 4½ x 12¾ inches)  
(95031)





## NEST™ 100

### COMPACT FOOD PREPARATION SET

*Design by Morph Design registered*

Nest™ is the ultimate collection of space-saving kitchenware comprising a unique range of preparation, storage and cooking sets. Their innovative design allows the individual elements within each set to be stacked neatly together, thereby occupying the absolute minimum amount of space when stored.

Nest™ 100 is the pinnacle of the range – a stunning 9-piece food preparation set that's packed with features and looks just as good on the worktop as it does in the cupboard.





Nest™ 100 includes two sizes of stainless-steel mixing bowl, both with non-slip bases; a fine stainless-steel sieve; a large stainless-steel colander, and a set of five measuring cups ranging in size from 1 teaspoon or 1/6 cup (5 ml) up to 1 cup (250 ml).

In keeping with the high specifications of the 100 Collection, the mixing bowls, sieve and colander are all made from high quality 18/8 stainless steel, providing exceptional durability.

All pieces are dishwasher safe.



Nest™ 100  
32.5 x 26.5 x 16 cm  
(12¾ x 10½ x 6¼ inches)  
(95032)



1/6 Cup (5 ml/15 ml)

1/4 Cup (60 ml)

1/3 Cup (85 ml)

1/2 Cup (125 ml)

1 Cup (250 ml)

Small non-slip mixing bowl  
0.5 L

Sieve  
1.65 L

Colander  
3L

Large non-slip mixing bowl  
4.5 L





**NEST™ 100 PREP&STORE**  
4-PIECE STAINLESS-STEEL  
BOWL SET WITH LIDS

*Design registered*

Nest™ is the ultimate collection of space-saving kitchenware comprising a unique range of preparation, storage and cooking sets. Their innovative design allows the individual elements within each set to be stacked neatly together, thereby occupying the absolute minimum amount of space when stored.

This versatile bowl set not only looks great but is ideal for a range of food preparation and storage tasks. Each bowl is made from high-quality 18/8 stainless steel and features easy-find, snap-together lids and non-slip bases. The largest bowl in the set also includes handy volume measurements on the inside.

Dishwasher safe (lids – top rack only).







Bowls nest inside each other for space-saving storage



Easy-find snap-together lids



Non-slip bases



Nest™ 100 Prep&Store  
32.5 x 26.5 x 16 cm  
(12¾ x 10½ x 6¼ inches)  
(95025)





## INDEX™ 100

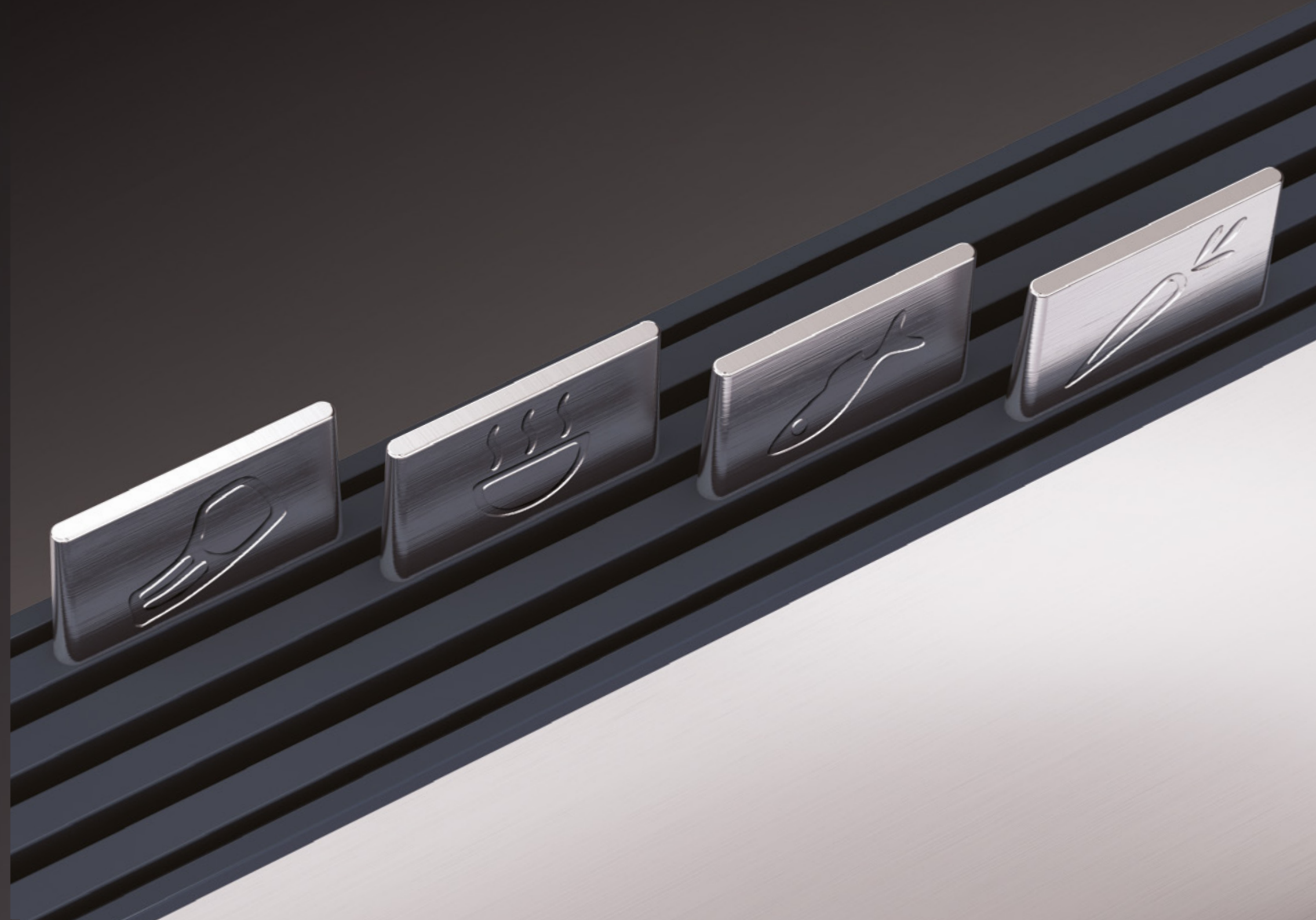
LARGE, NON-SLIP CHOPPING BOARD SET  
WITH STAINLESS-STEEL CASE

*Design by Damian Evans Design registered*

Index™ 100 has been designed to reduce the likelihood of cross-contamination when preparing different food types.

It comprises a stylish stainless-steel case with a brushed finish and four large, knife-friendly chopping boards. Each board has colour-coded, non-slip feet on both sides and an index-style tab with a metallic-style finish.

Each tab is embossed with icons indicating which food type it should be used for – vegetables, fish, raw meat or cooked food – making it easy to select the right board for the job.



Prepare different food types safely and separately:



Raw meat



Fish



Cooked food



Vegetables

Boards - dishwasher safe

Case - wipe clean with a damp cloth



Index™ 100

37.5 x 8.5 x 28.5 cm

(14¾ x 33/8 x 11¼ inches)

(95027)





## ROCKER™ 100

### STAINLESS-STEEL GARLIC CRUSHER

*Design by Goodwin Hartshorn Design registered*

The stylish design of this garlic crusher is not only striking, but it makes this messy task much easier. By using downward pressure and a 'rocking' motion it crushes garlic cloves quickly and efficiently, forcing the pieces up through the mesh of holes in its base. Once crushed, the garlic pieces are held in the shallow bowl, allowing them to be spooned or scraped easily into a pan.

As it is made from brushed 18/8 stainless steel, the unit can be rinsed under running water and used to gently rub the hands and fingers to reduce any garlic odour – stainless steel helps to remove the strong odours left from handling garlic.

Dishwasher safe.



Rocker™ 100  
18.5 x 4 x 3 cm  
(7¼ x 1½ x ¾ inches)  
(95030)





## BREAD BIN 100

WITH REVERSIBLE CUTTING BOARD LID

*Design by Morph Design registered*

A stylish storage solution for the modern kitchen, this bread bin has a tough, durable construction, a non-slip base and a high-quality beech lid.

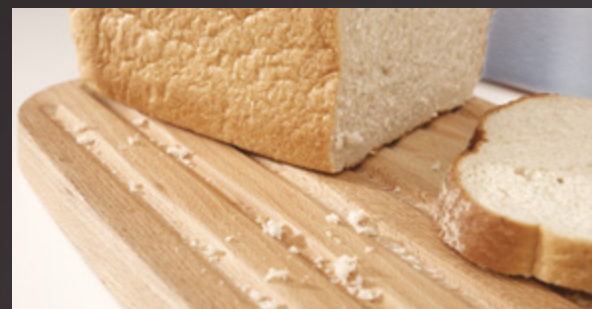
As well as providing ample room for storing bread, its beech lid, when reversed, doubles as a cutting board, thereby saving space and the expense of buying a separate bread board. Practical crumb-catching grooves cut into its surface also help keep the worktop cleaner during use. The design perfectly compliments our range of 100 Collection storage containers.

Bin - wipe clean with a damp cloth

Lid - wash and dry by hand



Bread Bin 100  
35 x 21.5 x 18.5 cm  
(13¾ x 8½ x 7¼ inches)  
(95033)





## PODIUM™ 100

5-PIECE GLASS STORAGE SET WITH  
EASY-ACCESS STAND

*Design registered*

Stackable storage jars can be a hassle, especially if the one you need is at the bottom of the pile. However, this smart storage container set features a clever storage stand that allows easy access to any jar, regardless of its position. Made from tough, borosilicate glass, each container features a stainless-steel lid with an airtight silicone seal and a round profile that makes pouring easy. The stand has an unobtrusive design that supports each container securely and non-slip feet on its base.

For storing dry foods only.

Containers – dishwasher safe; lids - hand wash only;

Stand – wipe clean with a damp cloth.



Podium™ 100  
32 x 32 x 10 cm  
(12½ x 12½ x 4 inches)  
(95035)

NEW



Clever stand allows any container to be accessed easily



Lids with airtight silicone seals and stainless-steel finish





## MERCHANDISERS

These impactful merchandising solutions are designed to cater for different retail environments. Contact your sales representative for more details.



Elevate™ 100 Knives Carousel  
Acrylic Display Case  
20 x 20 x 52 cm  
(7¾ x 7¾ x 20½ inches)  
(97003)



Joseph Joseph logo - Grey  
10 x 4 x 3 cm  
(4 x 1½ x 1 inches)  
(97001)



100 Collection Strut Card  
17 x 5 x 25 cm  
(6½ x 2 x 10 inches)  
(99274)



Joseph Joseph Ltd.  
100 Union Street  
London  
SE1 0NL  
United Kingdom

Tel: +44 (0)207 261 1800  
info@josephjoseph.com

Joseph Joseph Inc.  
41 Madison Avenue,  
15th Floor  
New York  
NY 10010

Tel: 917 338 0900  
customercare@josephjoseph.com

Joseph Joseph SARL  
111, avenue Victor Hugo  
75116 Paris

Tel: 01.70.37.16.84  
renseignements@josephjoseph.com

Joseph Joseph  
Deutschland GmbH  
Königsallee 92a – 4.Stock  
40212 Düsseldorf

Tel: +49 2115 407 3621

Joseph Joseph 株式会社  
Tel. 0570-031-117  
カスタマーサービス受付時間：  
10:00～12:00 / 13:00～18:00  
(土・日・ 祭日を除く)