

TABLETOP

HOMEWORLD BUSINESS



"Bright white porcelain is the gold standard of the culinarian's world."

—Paul Gebhardt
Oneida

"They [consumers] want something that...has multiple uses."

—Robert Zollweg
Libbey



"We definitely see texture from embossing and debossing coming on strong."

—Michael Kinsler
Gibson



"I think the emerging trend color for 2009 is gray, in all different shades."

—Jenny Israel
Lifetime Brands

EcoLogic To Debut 'Green' Dinnerware

BY LISA COWLEY
ASSISTANT EDITOR

TOLEDO, OH— EcoLogic LLC, a new "green ideas manufacturing firm," will introduce its first line of sustainable product, a 100% natural and sustainable dinnerware line dubbed The Eco Collection, in October.

"In the U.S., the 'Green' marketplace is pegged at nearly \$250 million in annual



Eco Collection dinnerware is made from plant fibers.

revenue, and will only continue to grow," said EcoLogic founder Lawrence Ohlman. However, only "1.75% of the U.S. housewares purchases are classified as sustainable, an estimate aimed to grow exponentially over the next 10 years," he said.

"Eco-preneur" Ohlman is a Masters of Business Administration candidate at the

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Tabletop Execs Share 2009 Trend Predictions

BY LISA COWLEY
ASSISTANT EDITOR

NEW YORK— With the New York Tabletop Market right around the corner, HOMEWORLD BUSINESS® sat down with key members of the tabletop industry's design teams to highlight what they feel will be hot trends in din-

nerware, flatware and glassware looking forward into 2009 and 2010.

Oneida

One big trend in dinnerware for 2009, according to Paul Gebhardt, senior vp/design and advertising of Oneida, is culinary-inspired design. "A lot of men and women

would love the time to be a better cook and want everything that will give them the edge, from appliances to tableware," said Gebhardt. "The trend is driven by men and women who have an affinity for watching all of the shows on TV about cooking and who are tuned into the culinarian as to how to plate

their food at home."

"Bright white porcelain is the gold standard of the culinarian's world," said Gebhardt. The "three biggest stars on the tabletop" shape-wise for 2009, will be soft squares, hard squares and round rims.

"Colors can add that *continued on page 22*

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