

Sunbeam case

Technology, Innovation



The Chicago Flexible Shaft Company In 1910, diversified into small electrical appliances and, with the launch of the Princess case 19 Case 20 case 21 Case 22 Case 23 case 24 Think design and performance-? think Sunbeam Cafe Series Banger Dance Theatre-? The Sydney Swans: a 'Cousins' relationship What happened to Pokemoon? The evolution of cafe groupies Dick Smith-? the great adventurer Apple's renaissance-? the agreement that works electric iron, it laid the foundation for the small electrical appliance industry. The diversification strategy was aimed at offsetting the seasonal nature of the sheep-shearing industry.

In 1914, the company purchased the Australian operation, and the company Cooper Engineering Co. (CE) was born. Seven years later, in 1921, the introduction of the Sunbeam brand reflected SEC's core business shift to electrical appliances. After World War II, CE changed its company name to Sunbeam Corporation and it introduced the slogan 'Best Electric Appliance Made'. The first Australian appliance, the Sunbeam misstates, was launched. Despite the fact that it cost more than an average Australians monthly wage, it was an immediate success.

Within its first 10 years on the market, the Sunbeam misstates generated sales in excess of 725 000 units. In 1950, Sunbeam exported its appliances to New Zealand. With international exposure, the growing company needed further manufacturing capacity and it acquired a second manufacturing site in the Sydney suburb of Campsite- In 1952, with the benefit of its sustained success, the company listed on the stock exchange and became Sunbeam Corporation Limited. Expansion continued with the New Zealand operation

becoming a wholly-owned subsidiary of Sunbeam Corporation Limited in 1960.

Today, Sunbeam is owned by the United States company, GUT Holdings Limited, a manufacturer of pumps, filters and security products. GUT's acquired Sunbeam in 1996. After catering for predominately female needs, it was the male population's turn to benefit from Sunbeam's innovations. The electric shaver-? asseverates-? was introduced to the market. Despite heavy international competition, Asseverates became a market leader shortly after its launch. The appliance revolution continued to penetrate the Australian market. Consumers were introduced to the pop-up toaster, the electric affray, and the dry iron.

Over the years, models were replaced and the Toastmasters was introduced in 1960. In 1972 Sunbeam sold more than 1 million products. By 1973, Sunbeam had sold 3.5 million affrays, one for every three Australians. Aiming to be the first in the market with product innovations, Sunbeam introduced a range of new appliances-? including an iron that featured a patented safety cut-out mechanism; the first plastic jug-style kettle and a fast-boil kettle, the Express kettle; the Oscarfoodprocessor; Quantum, a cordless automatic kettle; and the Toast 'N' Crumpet toaster.

Many of the new products became top sellers, and their excellence in design and function was recognized with several Australian design awards.

Sunbeam realized that to maintain its competitive edge, its consumers needed more than just an innovative tangible product. The first 12-months replacement guarantee was implemented by Sunbeam across its entire

product range, demonstrating Sunbeam's ointment to quality and performance.