



The Calphalon Brand Introduces New ActiveSense™ Blender

October 22, 2019

This Blender Doesn't Need You - New ActiveSense Technology™ Adjusts Speed, Direction, and Blend Time for Precise Results Without Interaction

BOCA RATON, Fla., Oct. 22, 2019 /PRNewswire/ -- Calphalon, a leader in premium cookware, bakeware, cutlery and small kitchen appliances, announces the launch of its latest appliance innovation, the Calphalon ActiveSense™ Blender. This new blender doesn't need you, making consistent blending for at-home chefs as easy as the push of a button and providing perfect results without any interaction needed.



The Calphalon ActiveSense™ Blender precisely blends on its own with the help of five preset food settings for commonly blended foods and drinks including smoothies, salsas, milkshakes, juices, and frozen beverages. The Calphalon ActiveSense™ Blender also features thick or thin consistency options to allow users to select their preferred blended results.

"There's no more shaking, jamming, or scraping needed to achieve the perfect blending consistency. The Calphalon ActiveSense™ Blender doesn't need you," said Eric O'Neill, Director of Brand Marketing, Blending, Newell Brands. "Whether you prefer thick and chunky salsas, smooth tomato sauces, or decadently creamy milkshakes, the Calphalon ActiveSense™ Blender promises perfect results and no second guessing."

Additional features include an add liquid indicator, which helps prevent the formation of air pockets and ensures consistent texture every time, a manual pulse button for added control, and a sleek, easy-to-use digital interface display. The ActiveSense Technology™ also senses the load of the ingredients and accurately adjusts the speed, blade direction, and blending time while taking into account your pre-set options for precise results every time.

The [Calphalon ActiveSense™ Blender](#) includes a 24-ounce Blend-N-Go® Cup and is available starting at \$229.99 at Bed Bath and Beyond and online at [Calphalon.com](#).

For more information on the Calphalon ActiveSense™ Blender, visit [Calphalon.com](#) or Calphalon's social media sites at [Facebook.com/Calphalon](#), [Instagram.com/Calphalon](#) and [Pinterest.com/Calphalon](#).

About Calphalon

Calphalon is a leading manufacturer of professional quality cookware, cutlery, bakeware, and accessories for the home chef. Based in Boca Raton, FL, Calphalon is a part of Newell Brands' global portfolio.

About Newell Brands

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Marmot®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release as well as additional information about Newell Brands can be found on the company's website, www.newellbrands.com.



View original content to download multimedia: <http://www.prnewswire.com/news-releases/the-calphalon-brand-introduces-new-activesense-blender-300942775.html>

SOURCE Calphalon

Alex Sacripante, 212.601.3061, alex.sacripante@bcw-global.com