



Oster Takes on Blending's Biggest Frustrations - Noise, Performance and Materials - With Three New Innovations

October 1, 2026

New Oster Vortex Blender Series delivers powerful performance and smarter technology for easier, more consistent blending, joining recent QuietPro and Titan launches designed to address everyday consumer needs

- Oster launches the new Vortex Blender Series, featuring powerful vortex blending, reversible motor technology and intelligent iBlend auto programs designed to deliver fast, consistent results.
- Vortex is the latest addition to Oster's 2026 blender innovation portfolio, joining the recently launched QuietPro and Titan blenders, each developed to address distinct consumer needs around performance, noise and materials.
- Oster is evolving its trusted blender portfolio around changing consumer expectations, combining its reputation for reliability and ease of use with modern technology, design and features designed to solve everyday blending frustrations.

ATLANTA, Oct. 1, 2026 /PRNewswire/ -- Oster is bringing a new generation of innovation to the blender category with a growing portfolio of products designed around the way modern consumers use their appliances. Today, the brand unveils its latest innovation, the Oster Vortex Blender Series, engineered to create a powerful, continuous flow that pulls ingredients down toward the blade, delivering fast, creamy results.



The Vortex launch represents the latest chapter in Oster's broader investment in blender innovation, driven by a simple goal: understand how consumers use their appliances, identify pain points and develop products that make everyday blending easier. With more choices than ever across price, performance, materials and features, consumers are taking a closer look at what they want from their kitchen appliances. Oster has built its reputation on making blending simple, reliable and easy, and is now pairing that trusted foundation with the technology and design consumers expect from their appliances.

Vortex: Powerful Performance, Smarter Technology, More Consistent Blending

Vortex combines powerful motors and multi-point stainless steel blades with Oster's reversible motor technology, which automatically reverses the blades through intelligent iBlend auto programs to help prevent jams and deliver consistent results. Available in glass and plastic jar options, Vortex gives consumers the flexibility to choose what works best for them, while four elevated colors – Oatmilk, Garnet, Mussel and Licorice – bring a premium, modern look to the countertop.

The Oster Vortex Blender Series is now available at major retailers including Amazon, Walmart and Target, starting at \$49.98.

QuietPro: Tackling One of Blending's Biggest Frustrations

While Vortex is the latest expression of Oster's consumer-first approach, recent launches QuietPro and Titan bring that same thinking to other everyday consumer needs. Oster's new QuietPro blender, the first kitchen blender in the market to be Quiet Mark™ Certified, addresses one of the category's most persistent frustrations: noise. Research from Quiet Mark found that 84% of Americans say noise matters when buying appliances for the home, and QuietPro was designed with that need in mind. The innovation combines a patent-pending silent motor design with a built-in Noise Shield to deliver up to 50% less noise, without compromising the power needed to tackle frozen fruit, ice and other tough ingredients.

The Oster QuietPro Blender is available exclusively at [Costco.com](https://www.costco.com) for \$249.99.

Titan: Bringing Glass Back to High-Performance Blending

Titan takes on another consumer consideration: materials. As consumers look for the durability and ease of cleaning associated with glass jars, Oster saw an opportunity to bring the material back to the high-performance blender category without compromising power. Titan features an 84-ounce Boroclass® glass jar with a 64-ounce maximum liquid capacity designed to stand up to the blender's 2,200 peak watts and 3 horsepower, while

handling both hot and cold ingredients and resisting staining, clouding and lingering odors.

The Oster Titan Blender is available at Amazon for \$329.99.

"We've spent a lot of time listening to consumers and understanding what they really want from their kitchen appliances – what's working, what's frustrating and where there are opportunities to make everyday tasks easier," said Lauren King, Senior Brand Director at Oster. "That work has challenged us to think differently about how we innovate by not just adding more features, but finding meaningful ways to make appliances easier, more intuitive and better suited to everyday life."

Together, Vortex, QuietPro and Titan demonstrate Oster's evolving approach to innovation by pairing the reliability and ease of use consumers already associate with the brand with modern technology designed to solve real, everyday problems.

About the Oster® Brand

Oster® has been a go-to kitchen brand for over 100 years, starting its story with clippers and expanding into trusted blenders and heated cooking appliances. From blenders and toaster ovens to air fryers and more, Oster products deliver accessible quality and durability for all your kitchen creations. The Oster line is crafted for life and the shared moments that shape it.

About Newell Brands

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Rubbermaid, Sharpie, Graco, Coleman, Rubbermaid Commercial Products, Yankee Candle, Paper Mate, FoodSaver, DYMO, EXPO, Elmer's, Oster, NUK, Spontex and Campingaz. Newell Brands is focused on delighting consumers by lighting up everyday moments.

About Quiet Mark Certification

Quiet Mark is celebrating its 15th year as the international certification programme for quieter living. Quiet Mark independently tests and verifies the quietest, high-performance products across more than 100 categories, helping consumers, trade buyers, architects, and specifiers make informed, responsible choices. Founded in 2011 as a third-generation initiative of the UK Noise Abatement Society (est. 1959), Quiet Mark operates with a public health mission to reduce noise pollution and improve quality of life through better design, informed choice, and quieter living environments. Recognised by its distinctive purple Quiet Mark, this trusted third-party certification helps consumers, designers and businesses make informed choices that reduce unwanted noise and support health, wellbeing and quality of life.

For more information on Quiet Mark, please visit www.quietmark.com

Media Contact:

Alison Brod Marketing + Communications

Newell@abmc-us.com





Oster®

View original content to download multimedia:<https://www.prnewswire.com/news-releases/oster-takes-on-blendings-biggest-frustrations--noise-performance-and-materials--with-three-new-innovations-302895163.html>

SOURCE Newell Brands