

COMPANY HISTORY

Today, Blendtec is one of the most widely recognized brands in the food service and kitchen appliance industry. Our story can be traced back to the 1970's, when engineer and inventor Tom Dickson invented a wheat mill that revolutionized the home milling industry. From there, he continued to innovate, infusing the latest technology with industry-leading power to develop a high-speed blender years ahead of its time.

This history of innovation has been deeply imbedded in the company's culture. Blendtec has led the market in new blending technologies, introducing firsts that include profile blending, preprogrammed blend cycles, capacitive touch interfaces, single blades with winglets, five-sided blending jars, and the world's first self-serve smoothie machine.

Will It Blend?

In 2006, the YouTube video series *Will It Blend?* debuted. The videos, which began with a \$50 budget, featured Tom blending rakes, marbles, and other tough items in order to demonstrate the power and durability of Blendtec blenders. The videos quickly grew into an Internet sensation and have been featured on *The View*, *The Today Show*, *the Tonight Show*, *The Big Idea*, *CBS Sunday Morning*, and many more.

The success of *Will It Blend?* transformed Blendtec into a household name virtually overnight. Today, the video series is regarded by a number of sources as one of the most successful viral marketing campaigns of all time.

The Legacy Continues

Fast forward to now. Blendtec blenders have become indispensable in restaurants, juice bars, cafes, and homes across the world and have developed a reputation for commercial-quality power and durability, safety, innovation, and cutting-edge design.

Blendtec continues to build upon its legacy of innovation with an all new product line-up to debut in 2014. New products will include even more industry firsts, including Stealth technology that ensures blenders operate at the sound of a normal conversation; our exclusive BlendRewards program to encourage and reward continued use; and SmartBlend technology that helps users recognize potential loading problems, then tells them how to correct them, just to name a few.

Each Blendtec machine sets itself apart from other high-speed blenders with features that include a uniquely blunt safety blade that is 80% thicker and 10 times stronger than competitors' blades; a plunger-free, easily cleaned BPA-free jar with a patented design that circulates ingredients efficiently to prevent air pockets; a hardened metal drive socket that never needs to be replaced; and a flat control panel that prevents the mold and bacterial growth commonly seen on blenders with plastic knobs and levers.

Blendtec engineers are constantly focused on the next big innovation. New products are in development that will continue to revolutionize the blending industry.