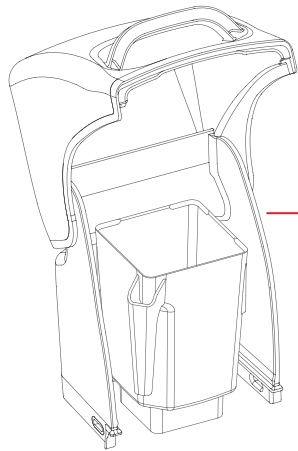


THE **blendtec**® DIFFERENCE

WHAT MAKES BLENDTEC SUPERIOR TO ALL OTHER BLENDERS?

Consider these five key differentiators and their impact on your business.



DURABLE, BPA-FREE JAR

Lightweight, advanced design

BLENDS FASTER

Increases blending efficiency and speeds up production time



UNIQUELY BLUNT SAFETY BLADE

Up to 80% thicker and 10 times stronger than competitors' blades

MINIMIZES INJURY

Completely safe to use and clean, minimizing risk of injury

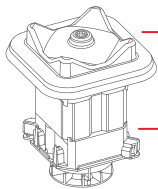


HARDENED METAL DRIVE SOCKET

Never needs to be replaced, even under heavy use

SAVES TIME & MONEY

Reduces overall cost of ownership and eliminates downtime for repairs

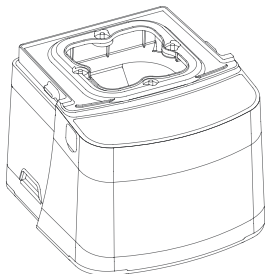


QUIET, ULTRA HIGH-SPEED MOTOR

The industry's largest, fastest motors

ENSURES CONSISTENCY

Consistently blends the toughest ingredients perfectly smooth



SMART TOUCH INTERFACE

Enables one-touch, walk-away blending

CLEANS EASILY

Doesn't harbor mold and bacteria like old-fashioned knob-and-dial blenders

THE WORLD'S MOST **ADVANCED** BLENDER™

HEART, SOUL AND COLD-FORGED STEEL

Just some of the things that set Blendtec apart from all other blenders.

45 years ago in California, a wedding-gift blender broke. This awoke something in newlywed Tom Dickson. The engineer-inventor (and incurable tinkerer) became both frustrated and fascinated. And that put in motion a lifelong quest to build a blender that will not break.

THE WORLD'S MOST ADVANCED BLENDER.

From that moment forward, the passion and pride have only grown. And along the way, the world's strongest blender also became the most advanced. Decades of innovation have led to industry firsts like customizable preprogrammed cycles, conversation-quiet commercial blenders, and SmartBlend technology.

WE BELIEVE IN OUR PRODUCTS, SO YOU CAN TOO.

Pride in our products has become so deeply engrained in Blendtec culture that it influences every aspect of our business. The same relentless attention to detail that goes into every blender made in our Utah facility extends to our customer service. We want customers to be as thrilled with their Blendtec as we are. So we do whatever it takes to make that happen.

IT'S NOT AN APPLIANCE, IT'S A LIFE-CHANGER.

What gets us out of bed every morning? The countless stories we hear about how Blendtec impacts lives, from helping families get healthier to helping businesses thrive. Obviously, the real strength of Blendtec goes beyond watts and horsepower—it's in all the amazing things that Blendtec enables people to do.

See the video: www.youtube.com/user/blendtec



TOM DICKSON

Founder and Executive Chairman, Blendtec