



OXO expands cleaning range with high-performance Squeegees

Leading American housewares brand, OXO, has expanded its cleaning collection with the launch of two new high-performance squeegees. Developed in response to rising consumer demand for high-quality home maintenance tools, these latest additions are designed to make everyday cleaning better, making surfaces sparkle and shine all year round.



Aluminium Extendable Squeegee

The OXO Aluminium Extendable Squeegee is designed to tackle those hard-to-reach areas such as the top of shower screens, wall mounted mirrors and high windows. Its extendable handle adjusts from 39cm to 58cm, allowing for maximum reach and flexibility, no matter how tall you are, with the aluminium design guaranteed to be rust-free. Equipped with a durable silicone blade featuring a precision edge, this squeegee delivers consistent, streak-free results on glass and tiles. Inspired by car windshield wiper technology, the blade ensures a smooth, resistance-free swipe for surfaces that shine bright. Comes with a convenient rotating hook for storage. **RRP £25**

Multi-Purpose Squeegee

This versatile NEW Squeegee ensures streak-free glass every time, whether it's the shower door, car window, or mirror. Designed for smooth, resistance-free swiping, its windshield wiper-style blade delivers effortless results. The 24.5cm blade is perfect for a variety of surfaces, while the soft, non-slip handle offers comfort and control. With a built-in hook for easy storage, it's a must-have for maintaining crystal-clear glass anywhere. **RRP £15**

The new launches from OXO will be available from September 2025

Retail buyers and media contacts are encouraged to visit the **OXO Stand F07 in Hall 9.1**, to experience the product innovations first-hand and discover the OXO Better Guarantee.



About OXO

For over 30 years, OXO has been globally recognised for its groundbreaking, award-winning universal product design. Starting with the iconic OXO Good Grips Swivel Peeler in 1990, OXO has paired innovation and purpose to create tools and gadgets that make everyday living better, every day. Today, OXO makes products that span several home categories: cooking, baking, cleaning, storage and organisation, coffee, baby. The brand has won over 100 design awards worldwide. OXO consistently challenges convention, solving problems and anticipating needs with thoughtful, modern design solutions. OXO is a proud member of 1% for the Planet, committing 1% of annual sales to support environmental non-profits. Learn more about how OXO is making the everyday better at www.oxouk.com

About Helen of Troy Limited

Helen of Troy Limited (NASDAQ, NM: HELE) is a leading global consumer products company offering creative solutions for its customers through a strong portfolio of well-recognized and widely-trusted brands, including OXO®, Hydro Flask®, Vicks®, Braun®, Honeywell®, PUR®, and Hot Tools®. All trademarks herein belong to Helen of Troy Limited (or its affiliates) and/or are used under license from their respective licensors. For more information about Helen of Troy, please visit www.helenofroy.com

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The OXO range is widely available from a selection of national retailers.
For stockist details call 0114 242 7295 or visit www.oxouk.com