



Request for Quotation

Bed, Bath, and Beyond new product innovation:

Cake Cutter Individual Server Tray

Bed, Bath and Beyond is seeking a U.S. manufacturer to make a Cake Cutter Individual Server Tray that allows consumers to cut circular (or rectangular) cakes with one fluid motion into even pieces and use included serving trays to serve. Bed, Bath and Beyond is requesting quotes from MEP small and medium sized companies qualified to produce these cake cutter serving trays as described below. For the purpose of quoting please use the following assumptions/guidelines:

Generate cost quotes with breakpoints based upon:

25,000 units

50,000 units

100,000 units

Assume that shipping begins within a 9-12 month window and requires a relatively consistent monthly flow. Limited door initial test is likely, so initial "test" levels would be sub 5000 units.

Bed, Bath and Beyond is seeking one manufacturer capable of the full execution of the product (including engineering capability to assist with translating product concept to the factory floor), but sub-contracting for specific portions will be considered as long as there is one touch-point for retailer and the sub-contractor is also U.S.-based. For the purpose of this quoting process we ask that specific product manufacturing information given below be adhered to, however manufacturers are encouraged to quote alternative product materials or slight design changes to make use of manufacturing efficiencies to reduce product cost. Manufacturer should provide cost quote and be prepared to provide prototype IF cost quote is of interest to retailer. Manufacturer should also be prepared to provide a factory profile document to retailer, inclusive of any specific certifications or approved retailer partners,

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and information about quality programs. Packaging requirements will be developed through coordination of retailer and manufacturer if the product is selected to move forward to market.

Please submit questions to Caroline Ranghel Ashley at ranghel@rti.org by 1/16/12 and submit quotes to scott.dromms@edisonnation.com by 1/30/12.

Product Description

The Cake Cutter, which is made of Stainless Steel (or can be made from other materials), cuts through the cake onto a tray. The tray has individual slide-out trays where each piece is served on that individual triangular- or rectangular-shaped tray. No more having to pull out plates for cake and ice cream. There is a round and rectangle version for both round and rectangular cakes.

For quoting use 11 inch cake platter (circular version). Design will require 4 retractable posts that allow for the guiding of the circular cutting device. Cutting wire is used to create the 8 equal portions that get cut as circular device lowered onto cake.

List of parts includes:

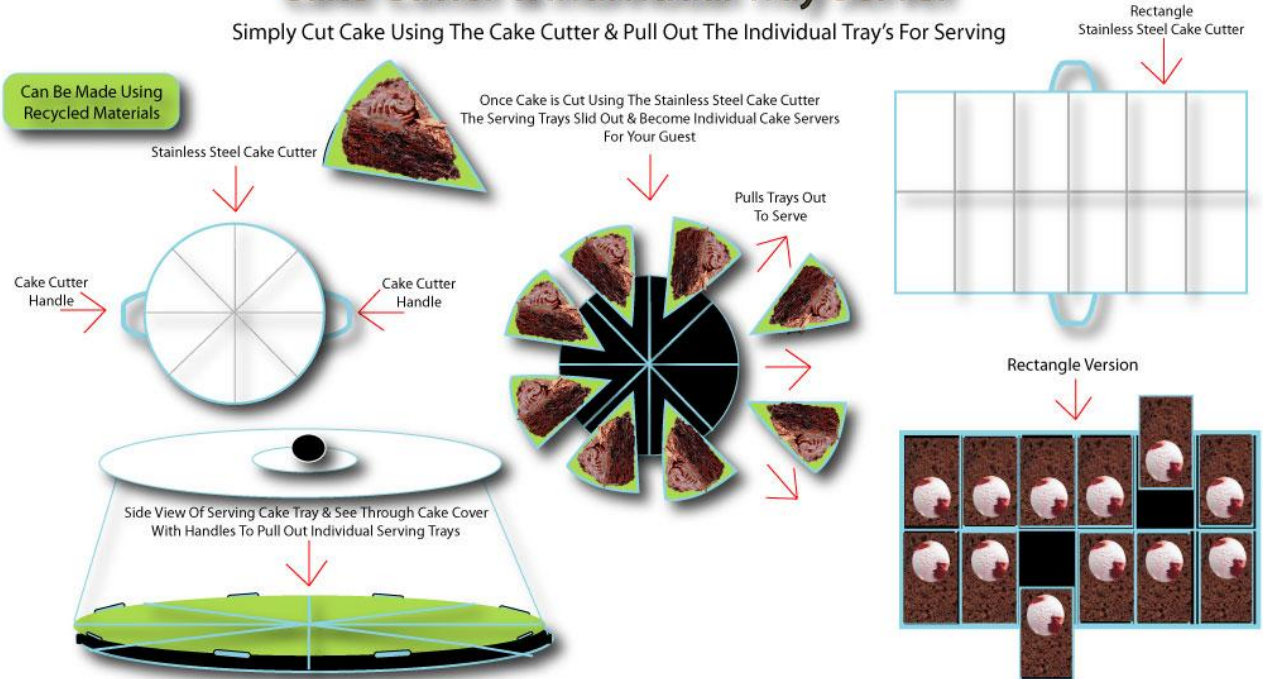
- 1 round cake tray, 11 inches in diameter
- 8 triangular-shaped flat tray pieces that when put together form a circle slightly less than 11 inches in diameter and fit securely within the round cake tray; each tray piece has a tab or handle centered on its outer curved perimeter
- 1 round cutting device with two external handles and wire secured inside to cut 8 equally-proportioned pieces
- 1 clear cake cover with external handle

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No More Having To Get Out Plates To Serve Your Guest Cake & Ice Cream

Cake Cutter & Individual Tray Server

Simply Cut Cake Using The Cake Cutter & Pull Out The Individual Tray's For Serving



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