



WIDGETEER®

KITCHEN AND HOME

A curated collection of distinctive kitchenware, housewares and home décor.

JEANNE FITZ®
kitchen + home

sagaform

BYON

GEZELLIG®
KITCHEN & HOME GOODS

moHA!
swiss smart design

Tootles!
YOUR TABLE DESERVES A LITTLE FUN

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www.widgeeteerinc.com

WIDGETEER®

KITCHEN AND HOME

ABOUT

Widgeteer Inc., a manufacturer based in the United States, specializes in creating unique household, kitchen and gift products. We thrive on designing imaginative and distinctive items that turn everyday occasions into unforgettable experiences. Our exclusive collections bring delight and character to your living space, making every corner a source of happiness.

FIND US AT

- Macy's
- QVC
- Uncommon Goods
- Walmart
- Wayfair
- World Market
- HyVee
- Nebraska Furniture Mart
- Potterybarn.com
- Milk Street
- Burke Décor
- Williams Sonoma
- Saks
- Do It Best
- Cooper's Hawk Winery & Restaurants



OUR BRANDS

JEANNE FITZ.
kitchen + home

sagaform

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TOOTLES!
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WIDGETEER®

KITCHEN AND HOME

FOUNDER & CEO

Bill McHenry is an innovative leader in the world of sales and marketing with over 40 years of extensive corporate and entrepreneurial experience. He is a creative, energetic problem solver, successfully launching hundreds of items, multiple brands, and the fast-growing Widgeteer business. As the founder and President of Widgeteer, Bill continuously strives to find fresh and original housewares ideas across the kitchen and tabletop categories. As the company has grown, he has focused on creating a lean, customer-service oriented logistics operation that delivers quality goods from the best factories in the world's hottest manufacturing hubs.

Throughout his noteworthy career, Bill has served in key capacities for a number of varied and high profile companies including Carnation, a division of Nestle Corporation, 3M and North American Philips in upper executive positions in sales, marketing and business development sectors. In October 2023, Bill was appointed to the IHA Board of Directors. As a director, Bill helps provide high-level oversight of IHA activities, strategy and performance. His extensive knowledge of sales, marketing and business development is a strong asset to the IHA board.

Bill is a graduate of Alma College and served as President of the Alumni board from 2016-2018 . His commitment to the students and College earned him the recognition as Advisory Board Ambassador of the year in 2016 and the Smith Distinguished Service Award in 2020. Bill is very active in his community and serves on the National Board for Gift of Adoption and Holiday Hero's. Currently, Bill resides with his wife Nancy in Oakwood Hills, Illinois. They have 2 successful boys and recently welcomed a beautiful granddaughter into their family.



JEANNE FITZ®

kitchen + home



Welcome to Jeanne Fitz Home, a kitchen and tabletop brand striving to create joyful moments and experiences that stir emotions and forge lasting memories between family and friends. Cooking with the Jeanne Fitz brand is just like receiving a warm hug. The brand is a legacy dedicated to those who recognize the art of food as a combination of kitchen secrets, mouth-watering food, and an uncanny ability to fashion tables filled with warmth and intimacy.



GEZELLIG®

KITCHEN & HOME GOODS



Introducing Gezellig, where luxury meets warmth, joy, and vibrancy, in every kitchen and home experience. Inspired by the Dutch concept of "gezellig", we celebrate the sheer delight of cooking and gathering around the table. Each item in our luxurious collection is designed with the goal of standing out and being noticed. Our pieces are the items your friends wish they had, the conversation starters that lead to more, and the unique items that enable our customers to be bold.



Tootles!®

YOUR TABLE DESERVES A LITTLE FUN



Step into the enchanting world of Tootles!, a collection of whimsical and festive kitchen essentials designed to bring joy and wonder to the table. With Tootles!, every kitchen adventure becomes an opportunity to embrace the magic of the moment, fostering unforgettable memories and spreading happiness with every whimsical detail. With an eye for playful and spunky design, our curated collections adds a touch of style to the table.

BYON



Byon is a Swedish interior design brand that specializes in crafting and showcasing delightful surprises within your home. Their functional designs advocate for curiosity and playfulness, adding a spark to your everyday life. The brand creates dynamic and lively collections full of limitless opportunities and surprising elements. Each season, Byon unveils a fresh collection named "Momentous Tangibles," dedicated to significant items. These products add an extra touch to daily life, bringing about what they describe as everyday bubbles—little moments of joy and specialness.

sagaform



Sagaform aims for its product lineup to stand out as the go-to choice for various occasions. The gift market is ever-constant, and Sagaform strives to consistently be a natural and preferred option. Their goal is to solve your gifting dilemmas while spreading happiness and gratitude to recipients. Achieving this involves collaborating with Sweden's finest designers who deeply understand the brand's fundamental principles and stay attuned to current home decor trends and lifestyles. This collaboration is essential to provide customers with top-notch Scandinavian design that meets their needs.

moHA!

swiss smart design



The Swiss company Moha specializes in crafting innovative, high-quality, non-electrical kitchen tools. For over 30 years, they have continuously revolutionized the art of food preparation by introducing numerous groundbreaking kitchenware items that can be purchased in over 25 countries. Innovation lies at the core of moHA!'s philosophy, intricately linked with the exceptional quality of its products. There's no compromise on material choice or product durability. A 5-year warranty accompanies all their products, assuring reliability and excellence.

WIDGETEER

2025 IHA HIGHLIGHTS

gia global
innovation
awards

Jeanne Fitz
Reversible
Cake Stand



WIDGETEER

2025 IHA HIGHLIGHTS

THE INSPIRED HOME SHOW. PANTONE SUBMISSIONS



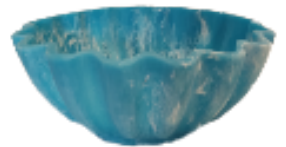
Gezellig Cream
& Blue Martini Glass



Byon Lara
Candlesticks



Byon Curve
Plate



Gezellig Light
Blue Resin Bowl



Tootles! Green
Carafe Jug



Jeanne Fitz
Blue Milk Jug



Tootles! Duck
Icon Glass



Gezellig
Cigar Board

WIDGETEER

2025 IHA HIGHLIGHTS

THE INSPIRED HOME SHOW. PANTONE SUBMISSIONS



Jeanne Fitz Pink
Slant Wine Glass



Jeanne Fitz Blue
Slant Wine Glass



Gezellig Pink
& Yellow Canisters



Gezellig
Wavy Glass



Jeanne Fitz
Green Milk Glass



Jeanne Fitz
Beige Milk Glass



Jeanne Fitz
Matte Twist Glass



Jeanne Fitz Happy
Bubbles Martini Glass

WIDGETEER

2025 IHA HIGHLIGHTS

THE INSPIRED HOME SHOW® | NEWS CENTER



Gezellig
Cigar Board



Gezellig
Knife Block



Jeanne Fitz
Reversible Cake Stand



Gezellig
Tequila Tasting Set

WIDGETEER

2025 IHA HIGHLIGHTS

THE INSPIRED HOME SHOW® | NEWS CENTER



Jeanne Fitz
Wine Board



GrillMaxx



Jeanne Fitz
Dipping Bowls, Tray, & Utensils



Jeanne Fitz
Mini Charcuterie Boards



Jeanne Fitz
Mini Olive Oil Dipping Trays

WIDGETEER

IN SUSTAINABILITY



JEANNE FITZ®

kitchen + home

The FSC is an international organization that is dedicated to encouraging and promoting the responsible management of Earth's forests.

When a product becomes FSC certified, it means that the materials used come from a responsibly managed forest that meets the highest economical and societal standards.

By using FSC certified wood in our products, Jeanne Fitz contributes to the efforts of reducing deforestation and limiting unethical treatment of the land.

JEANNE FITZ BY WIDGETEER

FSC Certified Wood Products



- Baguette Slicing Board
- Foldable Spoon Rest & Pot Lid Holder
- Everyday Multifunction Kitchen Tool Set
- Wood + White Collection
- Olive Wood and Resin Serving Board

WIDGETEER

IN SUSTAINABILITY

SAGAFORM BY WIDGETEER

GOTS CERTIFICATION



The Ella Hamam towel collection by Sagaform is GOTS-certified organic cotton with decorative fringes perfect for the beach and for an outing.

GOTS is the worldwide leading textile processing standard for organic fibres, including ecological and social criteria, backed up by independent certification of the entire textile supply chain.



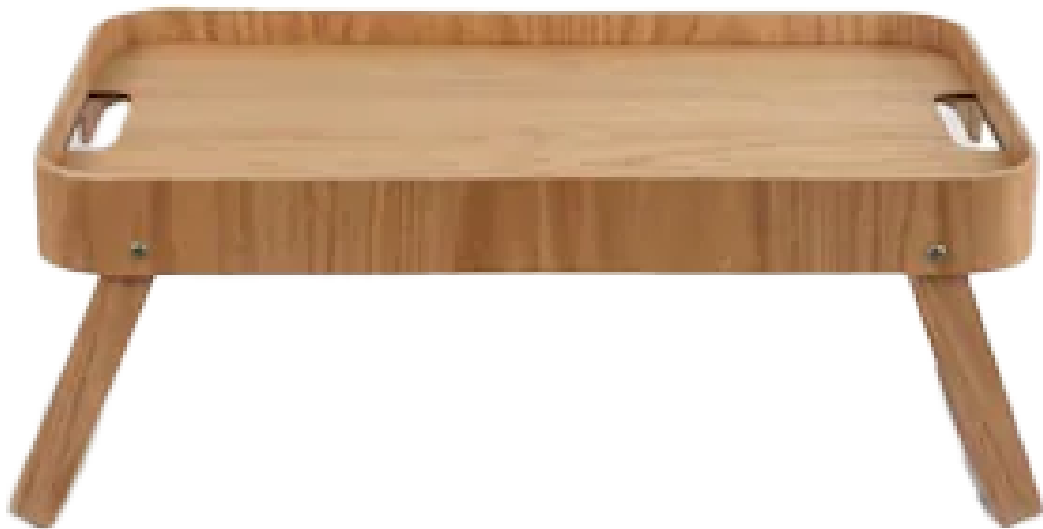
sagaform

WIDGETEER

ON TV, PUBLICATIONS & AWARDS

the knot
**Registry
Awards**
2024

Sagaform
Hanna Tray



WIDGETEER

ON TV, PUBLICATIONS & AWARDS

Daily Herald

Suburban Chicago's Information Source

What entrepreneurial excellence means for Chicago's home and housewares industry

[The Inspired Home Show](#)

[HomePage News](#)

[Connect 365](#)

[The Inspired Home](#)

IHA
THE HOME AUTHORITY

INTERNATIONAL
HOUSEWARES
ASSOCIATION

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William C. McHenry Elected to IHA Board Of Directors

September 14, 2023

WIDGETEER

ON TV, PUBLICATIONS & AWARDS

Daily Herald
Suburban Chicago's News Source

'A great equalizer': Inspired Home Show brings sellers, buyers of all sizes together

Community support



Bill McHenry, founder and owner of Crystal Lake-based Widgeteer, right, with his wife, Nancy McHenry, and son James McHenry. "The IHA is one of the reasons my company is still thriving," said Bill McHenry, an IHA member. "The support of my fellow IHA family during some challenging times made it easy to not give up." *Courtesy of Widgeteer*

WIDGETEER

ON TV, PUBLICATIONS & AWARDS



WIDGETEER

ON TV, PUBLICATIONS & AWARDS



5 Global Innovation Awards!

Valira Corkscrew
MoHA! Rotating Peeler
MoHA! Butter Mill
Sagaform Expandable Vase
ICandy Reading Glasses

SAGAFORM ADJUSTABLE VASE WINS GLOBAL INNOVATION AWARD 2019



WIDGETEER

ON TV, PUBLICATIONS & AWARDS

RACHAEL

AUGUST 17, 2020



INSIDER

SEPTEMBER 24, 2019

Jennifer Lawrence just released a wedding registry on Amazon — here's every item that's on it



A Sagaform wine carafe with oak stopper

WIDGETEER

ON TV, PUBLICATIONS & AWARDS

martha stewart

FEBRUARY 4, 2022

Eight Ways to Use Trays All Over Your Home—Plus, Our Favorite Options to Shop Right Now

*Shop Now: Sagaform
Nature Serving Set with
Oak Stopper, \$30, every-
thingkitchens.com*



COSMOPOLITAN

OCTOBER 25, 2021

21

THIS BOUGIE CHEESE GRATER

Nature Cheese Grater and Server

WIDGETEER

\$50 AT FANCY.COM



FANCY.COM

Is it just me or is a cheese grater just one of those things we forget to buy for our homes? If that's the case for your loved one, buy them this quality one that's really easy to use.

WIDGETEER

ON TV, PUBLICATIONS & AWARDS

FOOD & WINE

Best Glass: Sagaform Nature Collection Glass Salt & Pepper Shakers



PHOTO: SAGAFORM

For a minimalist and refined salt and pepper shaker set, the Sagaform Nature Collection is a great option. This Sweden-made set is made of blown glass with two oak stoppers, a unique element that is sure to look stylish on your tabletop. To use, simply remove the oak stopper and shake. Make it a collection by pairing the salt and pepper shakers with the brand's oil and vinegar bottles or wine and water carafes, which all feature the unique solid wood stopper.



HOME · FOOD & DRINK

The Best Salad Spinners To Keep Your Greens Clean

Most Quirky Salad Spinner: Widgeteer Spin and Serve



Made from high-grade plastic, this versatile salad spinner has an unusual white and green flow design that will spice up your kitchen cupboard's aesthetic. The spinner holds 5 quarts and is made with a low-profile, space-saving spin knob so that it packs away efficiently.

WIDGETEER

ON TV, PUBLICATIONS & AWARDS

the knot

The Best Wedding Gifts Under \$75, Because It's Totally Possible

17. Sagaform Moon Vase



When buying a wedding gift for a couple who has everything, try skipping the practical stuff and instead choose something that's nice to have, like a piece of decor or sentimental keepsake.

Anyone with a contemporary sense of style won't hesitate to put this cool, minimalistic vase on display. In fact, we wouldn't be surprised if it takes center stage on their coffee or console table. Now they'll know exactly what to do with all those wedding flowers.

HGTV
magazine

MAY 2023



Tognana by
Widgeteer: Gemma
Glasses, 6 Pack

WIDGETEER

ON TV, PUBLICATIONS & AWARDS

MARCH 1, 2023

Widgeteer Kitchen Tools, Charcuterie Board Do More Than Average

Posted In: [Food Storage](#) | [Home + Housewares](#) | [Kitchen Tools & Gadgets](#) | [Kitchenware](#) | [Serveware](#) | [Tableware](#) | [The Inspired Home Show 2023](#)



JANUARY 5, 2024

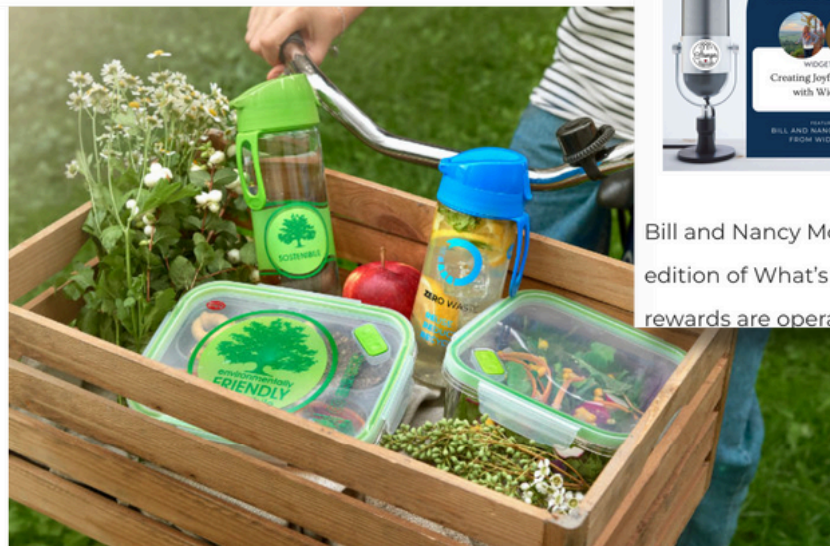
Widgeteer Finds TikTok Success with Jeanne Fitz Brand

Posted In: [Home + Housewares](#) | [Kitchenware](#) | [Tableware](#)



WIDGETEER

ON TV, PUBLICATIONS & AWARDS



Snips chooses Tritan™ Renew for a new sustainable line of housewares

New food storage containers and hydration bottles will contain 50% certified recycled content (PCR). The Netherlands

The screenshot shows a YouTube video player interface. At the top, the channel name 'THE COOKWARE & BAKEWARE ALLIANCE' is visible. The video title is 'Creating Joyful Moments with Widgeteer', dated January 13, 2023. The video thumbnail features a vintage-style microphone and the text 'WHAT'S COOKING With The CBA' and 'Creating Joyful Moments with Widgeteer'. Below the thumbnail, the video player shows the title 'What's Cooking With The Cookware & Bakeware Alliance Creating Joyful Moments with Widgeteer', a progress bar at 0:00, and a duration of 34:04. The video was uploaded on Jan 13, 2023. The video description reads: 'Bill and Nancy McHenry from Widgeteer join host, Fran Groesbeck, in this edition of What's Cooking with the CBA. They discuss the challenges and rewards are operating as a family business, the development of their product'.

WIDGETEER[®]

KITCHEN AND HOME

Want to learn more? Contact us at info@widgeteerinc.com



Actively exploring opportunities for social media collaborations, media and publication features & more!

Please contact marketing@widgeteerinc.com



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to go to our
website!

