



FOR IMMEDIATE RELEASE

URBAN TREND INTRODUCES TWO NEW MEASURING CUPS TO ITS INNOVATIVE KITCHEN GADGET LINE

NEWPORT BEACH, Calif., Jan. 27, 2015 – Industry-leading housewares company Urban Trend has added two new and innovative measuring cups to its lineup of high quality kitchen gadgets, building upon the popularity of the company’s original four-cup model introduced last year. With the addition of new one-cup and two-cup sizes, Urban Trend now offers a complete family of stylish, next-generation measuring cups to suit varying user needs.

Like the four-cup Urban Trend measuring cup, the one-cup and two-cup models feature patented conical designs and offer storage and times-saving advantages. The intelligent, ergonomic design of Urban Trend’s measuring cups makes them a pleasure to use. Easy-to-read calibration makes viewing easy from virtually any angle without having to lift the cup off the counter or bend down to view it at eye level.

Urban Trend’s new one-cup and two-cup measuring cups also come with a bonus feature – integrated measuring spoons – further increasing value, convenience and space-saving. These spoons, which are simple to detach, fit neatly into the cone-shaped portion of each measuring cup when not in use. The one-cup sized measuring cup comes with a removable two-tablespoon measure, while the two-cup sized measuring cup includes a total of five measuring spoons of varying sizes.

Both the Urban Trend measuring cups and their integrated measuring spoons are composed of durable plastic for reliable, long-lasting performance. They’re also dishwasher-safe, making clean-up a breeze.

To learn more about Urban Trend’s kitchen gadget lineup, or the complete selection of quality Urban Trend products, visit www.urban-trend.com.

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About Urban Trend

Urban Trend gadgets add a unique twist to “ho-hum” kitchen tools. Our design philosophy is to create products that solve problems and provide clever solutions for kitchen gadgets so that

you can cook great food. We believe that quirky designers and clever engineers create gadgets that make you think “wow”. The best ideas do not necessarily make the best products without first striving for the best quality. Urban Trend is dedicated to driving the great ideas into great products that will bring you satisfaction for many years. All Urban Trend gadgets bring together value, looks and function.

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