

Prepara and Pollen Design each represent about 50% of their total business.



The Cliq! Garlic Crusher established Prepara's reputation. The green model is exclusive to early buyer Williams-Sonoma.

Dash Lands Prepara at BB&B, Target.com and Williams-Sonoma

Evan Dash, one third owner and ceo of Prepara, has an impressive retail background. He has been a senior vp at Macy's as well as a gmm at Linens 'n Things. After achieving all that in a fast-paced 15 year retail career, today in addition to his equity position in Prepara he also owns two other companies.

And he's only 36.

Dash also owns Primula, a coffee and teas products company, as well as Innovative Technology, a lifestyle electronics company.

When Dash first saw the Prepara line in 2005 he was sold.

"It was coolest collection of products I had ever seen," he said. "When I met with Ed and Dean, I advised them they had to fill in all the holes in the line. With my retail knowledge, I helped make them aware of all the product opportunities they had."

Today, Dash makes 90% of Prepara's sales – and this is a diverse and growing list of retailers.

It includes Target.com, Williams-Sonoma and QVC.

"Prepara is only now starting to build market awareness in the housewares trade," Dash observed. "Our name and products is growing with consum-



Evan Dash

ers. They want to see more products from our company."

Prepara products are finding their way onto a growing number of retail shelves.

The newest is BB&B, where Dash said Prepara is being tested with a number of SKUs, including: trio peeler, ice cream line, power plant and herb savor.

"Consumers love unique products – there is not a single commodity product in the Prepara line," he declared.

Dean, with equity positions in three different companies, clearly is someone who cannot sit still.

"I like to diversify my time," he said. "I love being part of product development and I love bringing this line to retail."

Typical of an entrepreneur, Dash enjoys a smaller company like Prepara where decisions can be made quickly – without hours of formal meetings.

"This is a great story for the housewares industry – our industry does not have enough emerging companies with fresh ideas," he said. "We need more of them. We need the people with the talent and courage to develop new ideas and bring them to market."

