

20 September 2021

**UP Global Sourcing Holdings plc  
“Ultimate Products” or “the Group”**

**LAUNCHING “PROGRESS BY WW”**

***A license brand endorsement with WW (formerly known as Weight Watchers)  
for Ultimate Products’ kitchenware brand, Progress***

Ultimate Products, the owner, manager, designer and developer of an extensive range of value-focused consumer goods brands, is delighted to announce that its kitchenware brand, Progress, has signed a license brand endorsement with WW, formerly known as Weight Watchers.

The endorsement will see Progress and WW collaborate to develop and promote value-for-money products that can help to prepare and cook nutritious and healthy foods. A range of “Progress by WW” products will be launched across the Small Domestic Appliances and Cookware categories. These will include air fryers, health grills, soup makers, nut milk makers, slow cookers, blenders, food processors, food steamers, chopping boards, knives, utensils, and kitchen gadgets.

“Progress by WW” products will be sold through Ultimate Products’ established channels of retailers, supermarkets, online platforms and discounters, and will also be available to WW members through the WW website.

“Progress by WW” will also be part of Ultimate Products’ wider “Buy me & plant a tree” initiative, whereby Ultimate Products matches purchases of its products with newly planted trees.

Progress is a British heritage brand that has been bringing cookware and kitchen products to market since 1931. It was acquired by Ultimate Products in 2015 and relaunched in 2016. Its customers include Tesco, Argos and Amazon.

Formerly known as Weight Watchers, WW offers a scientifically proven programme for weight loss and wellness, with digital, in-person and virtual workshops, and personal coaching solutions to help meet people’s goals.

**Simon Showman, Chief Executive of Ultimate Products, said:**

*“We are thrilled to be partnering with a brand of WW’s global renown, heritage and standing. Their endorsement of the historic Progress brand is a fantastic seal of approval, and we are delighted that “Progress by WW” will help to inspire people to choose a healthier lifestyle. By buying one of these products, customers will also be playing their part in creating a more sustainable, greener and cleaner future thanks to our innovative new “Buy me & plant a tree” initiative. ”*

**Anna Hill, GM of WW UK, said:**

*“At WW, we want to make it as easy as possible for people to follow a healthy lifestyle. Meal planning, food preparation and cooking at home are a big part of that, so we’re delighted to have launched Progress by WW with Ultimate Products. We hope this wide range of WW licensed products*

*will help inspire people on their wellness journeys and we look forward to seeing the range on supermarket shelves and online."*

**For more information, please contact:**

Ultimate Products +44 (0) 161 627 1400

Simon Showman, CEO

Andrew Gossage, Managing Director

Graham Screawn, Finance Director

Powerscourt +44 (0) 207 250 1446

Rob Greening

Sam Austrums

**Notes to Editors**

**About Ultimate Products**

Ultimate Products is an owner, manager, designer and developer of a series of well-known brands focused on the home, selling to over 300 retailers across 37 countries. It has six product categories: Audio; Heating and Cooling; Housewares; Laundry; Luggage; and Small Domestic Appliances. Its brands include Beldray (laundry, floor care, heating and cooling), Intempo (audio), Salter (kitchenware), Constellation (luggage), and Progress (cookware and bakeware).

The Group's products are sold to a broad cross-section of both large national and international multi-channel retailers as well as smaller national retail chains, incorporating discount retailers, supermarkets, general retailers and online retailers. Its best-selling products include frying pans, mugs and speakers, selling approximately one million of each every year.

Founded in 1997, Ultimate Products is headquartered in Oldham, Greater Manchester, where it has design, sales, marketing, buying, quality assurance, support functions and warehouse facilities across two sites. Manor Mill, the Group's head office, includes a spectacular 20,000 sq ft showroom that showcases each of its brands. In addition, the Group has an office and showroom in Guangzhou, China and in Cologne, Germany.

Ultimate Products' graduate development scheme was launched in 2012 and in 2020 it welcomed its 300th graduate. In total, Ultimate Products now employs over 300 staff.

Please note that Ultimate Products is not the owner of Russell Hobbs. The company currently has licence agreements in place granting it an exclusive licence to use the "Russell Hobbs" trademark for cookware (NB this does not include Russell Hobbs electrical appliances).

For further information, please visit [www.upgs.com](http://www.upgs.com)

**About WW**

WW - Weight Watchers Reimagined - is a global wellness company and the world's leading commercial weight management program. We inspire millions of people to adopt healthy habits for real life. Through our engaging digital experience and face-to-face group workshops, members follow our livable and sustainable program that encompasses healthy eating, physical activity, and a helpful mindset. With more than five decades of experience in building communities and our deep expertise in behavioral science, we aim to deliver wellness for all. To learn more about the WW approach to healthy living, please visit [ww.com](http://ww.com). For more information about our global business, visit our corporate website at [corporate.ww.com](http://corporate.ww.com).