

ESTD. ENGLAND 1958

PRODUCT CATALOGUE







HADEN's Heritage

With over 150 years of manufacturing experience, it was in 1869 that Alfred Haden commenced his story in the West Midlands of England as a bicycle-making business. At the forefront of innovation, A.H. Haden Motorcycles rapidly established to become a market leader.

In 1937 Alfred's sons Donald and Denis took over the business becoming 'Haden Bros'. Leveraging on their manufacturing expertise, the brothers diversified their product portfolio and expanded their manufacturing base.

In 1958, Denis decided to focus his efforts on manufacturing kettles launching his own company D.H. Haden Ltd. History was then made, as Denis Haden was one of the early pioneers of the modern electric kettle as we know it.

Embodying this rich history, our products have been developed with a quintessentially British style, high functionality and a stylish coordinated look.



1880s

Originally a bicycle-making business, A.H. Haden Motorcycles in Hockley, Birmingham, started in the late 1880s.



1905 - 1931

New Comet were motorcycles designed and produced from 1905 to 1931, by Alfred Hamlet Haden.



1944

Twin brothers, Donald and Denis Haden became involved in manufacturing Bescol kettles.



1958

The two brothers split and Denis Howard Haden founded his own separate company D.H. Haden Ltd. to manufacture electric kettles.



1958 - 1980s

D.H. Haden Ltd. pioneered in manufacturing electric kettles.

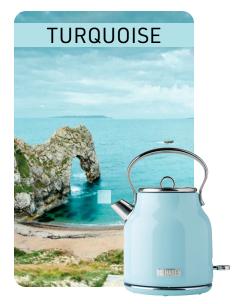


1981 - Present

Haden becomes synonymous with the words 'Electric Kettle'.



Taking inspiration from British homes, architecture, and landscapes to offer quintessentially British designs, the Haden brand embodies a purposeful beauty that sets its products apart and reflects the perfect balance between form and function.



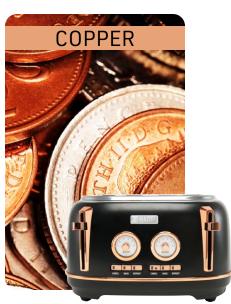
Our **Turquoise** colour was inspired by the vibrant hue of the Cornwall coast.



The striking plumage of the Smew species of ducks that shelter during winter on the Kent coast is where we derive our **Ivory**.



The Dorset region features clay valleys where we selected a **Putty** to pay homage to this beautiful county.



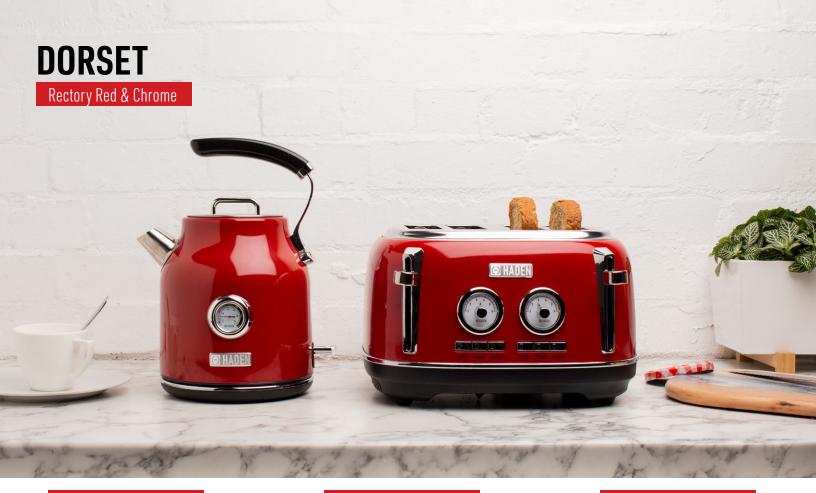
The radiant gleam of **Copper** harkens back to Britain's metallurgic history.



Rectory Red is the traditional colour used to paint the doors of churches and cathedrals throughout England.



Brighton is a seaside resort with a temperate, oceanic climate that gives our **Sky Blue** colour it's descriptive moniker.



360° Base
Water Gauge
Extra Removable Filter
Indicator Light
Boil Time: 1.7L: 7:25 mins. | 1.0L: 4:40 mins.
Dim.: 7.25" W x 8" D x 11.75" H
1.7L | 7 Cup Capacity
1500W, 120V~60Hz

4 Slice Toaster

4 Extra Wide Toasting Slots Cancel, Defrost & Bagel Functions Adjustable Browning Control Removable Crumb Trays Dim.: 12.5" W x 11" D x 7.5" H 1500W, 120V~60Hz

2 Slice Toaster

2 Extra Wide Toasting Slots Cancel, Defrost & Bagel Functions Adjustable Browning Control Removable Crumb Tray Dim.: 8.25" W x 12.5" D x 7.25" H 900W, 120V~60Hz









360° Base
Water Gauge
Extra Removable Filter
Indicator Light
Boil Time: 1.7L: 7:25 mins. | 1.0L: 4:40 mins.
Dim.: 7.25" W x 8" D x 11.75" H
1.7L | 7 Cup Capacity
1500W, 120V~60Hz

4 Slice Toaster

4 Extra Wide Toasting Slots Cancel, Defrost & Bagel Functions Adjustable Browning Control Removable Crumb Trays Dim.: 12.5" W x 11" D x 7.5" H 1500W, 120V~60Hz

2 Slice Toaster

2 Extra Wide Toasting Slots Cancel, Defrost & Bagel Functions Adjustable Browning Control Removable Crumb Tray Dim.: 8.25" W x 12.5" D x 7.25" H 900W, 120V~60Hz







#75039 #75003



LCD Display On/Off, Delay Brew, Program, Hour, Minute & Strength Buttons Keep Warm Program Permanent Washable Filter Compatible with #4 Cone Paper Filters 30 Second Anti-Drip Function Auto Shut-Off After 120 mins. Dim.: 7.25" W x 9" D x 13.5" H 12 Cup Capacity | 900W



#75028

(C) HADEN

Microwave

5 Power Levels **Defrost & Express Functions** 60 Minute Digital Timer **End of Cooking Signal** Dim.: 17.75" W x 13" D x 10" H 20L | 0.7 Cu.Ft. Capacity | 700W

Blender

Stainless Steel Housing 6-Piece Stainless Steel Blade Glass Jug **5 Speed Control** Separate Pulse Button Separate Ice Crush Button Dim.: 8" W x 7.5" D x 16.75" H 1.75L Capacity



#75030 #75178



360° Base
Water Gauge
Extra Removable Filter
Indicator Light
Boil Time: 1.7L: 7:25 mins. | 1.0L: 4:40 mins.
Dim.: 7.25" W x 8" D x 11.75" H
1.7L | 7 Cup Capacity
1500W, 120V~60Hz

4 Slice Toaster

4 Extra Wide Toasting Slots Cancel, Defrost & Bagel Functions Adjustable Browning Control Removable Crumb Trays Dim.: 12.5" W x 11" D x 7.5" H 1500W, 120V~60Hz

2 Slice Toaster

2 Extra Wide Toasting Slots Cancel, Defrost & Bagel Functions Adjustable Browning Control Removable Crumb Tray Dim.: 8.25" W x 12.5" D x 7.25" H 900W, 120V~60Hz







#75101



LCD Display
On/Off, Delay Brew, Program,
Hour, Minute & Strength Buttons
Keep Warm Program
Permanent Washable Filter
Compatible with #4 Cone Paper Filters
30 Second Anti-Drip Function
Auto Shut-Off After 120 mins.
Dim.: 7.25" W x 9" D x 13.5" H
12 Cup Capacity | 900W



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Microwave

5 Power Levels
Defrost & Express Functions
60 Minute Digital Timer
End of Cooking Signal
Dim.: 17.75" W x 13" D x 10" H
20L | 0.7 Cu.Ft. Capacity | 700W

Blender

Stainless Steel Housing 6-Piece Stainless Steel Blade Glass Jug 5 Speed Control Separate Pulse Button Separate Ice Crush Button Dim.: 8" W x 7.5" D x 16.75" H 1.75L Capacity



#75061 #75060 #75180

DORSET

Matte Black & Copper



Kettle

360° Base
Water Gauge
Extra Removable Filter
Indicator Light
Boil Time: 1.7L: 7:25 mins. | 1.0L: 4:40 mins.
Dim.: 7.25" W x 8" D x 11.75" H
1.7L | 7 Cup Capacity
1500W, 120V~60Hz

4 Slice Toaster

4 Extra Wide Toasting Slots Cancel, Defrost & Bagel Functions Adjustable Browning Control Removable Crumb Trays Dim.: 12.5" W x 11" D x 7.5" H 1500W, 120V~60Hz

2 Slice Toaster

2 Extra Wide Toasting Slots Cancel, Defrost & Bagel Functions Adjustable Browning Control Removable Crumb Tray Dim.: 8.25" W x 12.5" D x 7.25" H 900W, 120V~60Hz



COLICIA MAI SHINET CARL MAI SHINET



#75083 #75082



LCD Display On/Off, Delay Brew, Program, Hour, Minute & Strength Buttons Keep Warm Program Permanent Washable Filter Compatible with #4 Cone Paper Filters 30 Second Anti-Drip Function Auto Shut-Off After 120 mins. Dim.: 7.25" W x 9" D x 13.5" H 12 Cup Capacity | 900W



(C) HADEN

Microwave

5 Power Levels **Defrost & Express Functions** 60 Minute Digital Timer **End of Cooking Signal** Dim.: 17.75" W x 13.5" D x 10" H 20L | 0.7 Cu.Ft. Capacity | 700W

Blender

Stainless Steel Housing 6-Piece Stainless Steel Blade Glass Jug 5 Speed Control Separate Pulse Button Separate Ice Crush Button Dim.: 8" W x 7.5" D x 16.75" H

1.75L Capacity



#75075 #75049 #75182

BRIGHTON

Sky Blue & Chrome



Kettle

360° Base **Water Gauge** Extra Removable Filter **Indicator Light** Boil Time: 1.7L: 7:10 mins. | 1.0L: 4:40 mins. Dim.: 6" W x 8.75" D x 9.75" H 1.7L | 7 Cup Capacity 1500W, 120V~60Hz

4 Slice Toaster

Cancel, Defrost & Reheat Functions Adjustable Browning Control **Coated Stainless Steel Housing** Removable Crumb Trays Dim.: 12" W x 12" D x 7.5" H 1500W, 120V~60Hz

Coffee Machine

LCD Display On/Off, Delay Brew, Program, Hour, Minute & Strength Buttons Keep Warm Program Permanent Washable Filter Compatible with #4 Cone Paper Filters 30 Second Anti-Drip Function Auto Shut-Off After 120 mins. Dim.: 7.25" W x 9" D x 13.5" H 12 Cup Capacity | 900W









#75078

#75076



360° Base
Water Gauge
Extra Removable Filter
Indicator Light
Boil Time: 1.7L: 7:40 mins. | 1.0L: 4:30 mins.
Dim.: 7.25" W x 9.25" D x 10" H
1.7L | 7 Cup Capacity
1500W, 120V~60Hz

4 Slice Toaster

4 Extra Wide Toasting Slots Cancel, Defrost & Bagel Functions Removable Crumb Trays Adjustable Browning Control Dim.: 11.25" W x 10.75" D x 7.5" H 1500W, 120V~60Hz





STARBECK

Black & Chrome







Kettle

Textured PP/ABS Body
1.7L | 7 Cup Capacity
360° Cordless
Cord Storage
Overheat Protection
Standard U.S. Plug
1500W Dim: 8.5" W x 6.25" D x 10" H





Textured PP/ABS Body Seven Browning Controls **Cord Storage** Defrost/Reheat/Cancel Slide Out Crumb Trays Standard U.S. Plug 1600W

Dim: 11" W x 11.75" D x 8.25" H

4 Slice Toaster

Textured PP/ABS Body Seven Browning Controls **Cord Storage** Defrost/Reheat/Cancel Slide Out Crumb Tray Standard U.S. Plug 860W

Dim: 10.5" W x 7" D x 7.75" H







AVAILABLE MID-LATE 2024





Sage Green & Chrome













Textured PP/ABS Body
1.5L | 10 Cup Capacity Water L
Removable Filter Keep W
Non-Drip Valve Standar
Dim: 12" W x 6.75" D x 13" H 1080W

Glass Carafe Water Level Scale Keep Warm Plate Standard U.S. Plug

Microwave

Chrome Handle and Buttons Painted Cavity Normal Glass door

6 Power Levels Including Defrost 700W

End Signal 30 Minute Timer Turntable system 700W







#75129 #75122 #TBD



360° Base
Water Gauge
Extra Removable Filter
Indicator Light
Boil Time: 1.7L: 8:25 mins. | 1.0L: 4:40 mins.
Dim.: 7" W x 9.5" D x 11.5" H
1.7L | 7 Cup Capacity
1500W, 120V~60Hz

4 Slice Toaster

4 Extra Wide Toasting Slots
Cancel, Defrost & Bagel Functions
Adjustable Browning Control
Coated Stainless Steel Housing
Removable Crumb Trays
Dim.: 12.5" W x 11.5" D x 7.5" H
1500W, 120V~60Hz

2 Slice Toaster

2 Slice Toaster
Cancel, Defrost & Bagel Functions
Adjustable Browning Control
Coated Stainless Steel Housing
Removable Crumb Tray
Dim.: 7.5" W x 11.5" D x 7.5" H
900W, 120V~60Hz







#75005 #75027



LCD Display
On/Off, Delay Brew, Program,
Hour, Minute & Strength Buttons
Keep Warm Program
Permanent Washable Filter
Compatible with #4 Cone Paper Filters
30 Second Anti-Drip Function
Auto Shut-Off After 120 mins.
Dim.: 7.25" W x 9" D x 13.5" H
12 Cup Capacity | 900W



Microwave

5 Power Levels
Defrost & Express Functions
60 Minute Digital Timer
End of Cooking Signal
Dim.: 17.75" W x 13" D x 10" H
20L | 0.7 Cu.Ft. Capacity | 700W



Stainless Steel Housing 6-Piece Stainless Steel Blade Glass Jug 5 Speed Control Separate Pulse Button Separate Ice Crush Button Dim.: 8" W x 7.5" D x 16.75" H 1.75L Capacity





#75032 #75031 #75181

(C) HADEN

HERITAGE

Ivory & Chrome



Kettle

360° Base
Water Gauge
Extra Removable Filter
Indicator Light
Boil Time: 1.7L: 8:25 mins. | 1.0L: 4:40 mins.
Dim.: 7" W x 9.5" D x 11.5" H
1.7L | 7 Cup Capacity
1500W, 120V~60Hz

4 Slice Toaster

4 Extra Wide Toasting Slots
Cancel, Defrost & Bagel Functions
Adjustable Browning Control
Coated Stainless Steel Housing
Removable Crumb Trays
Dim.: 12.5" W x 11.5" D x 7.5" H
1500W, 120V~60Hz

2 Slice Toaster

2 Slice Toaster
Cancel, Defrost & Bagel Functions
Adjustable Browning Control
Coated Stainless Steel Housing
Removable Crumb Tray
Dim.: 7.5" W x 11.5" D x 7.5" H
900W, 120V~60Hz



CHADEN

OMER ON MARIA

AND MARIA



#75018



LCD Display
On/Off, Delay Brew, Program,
Hour, Minute & Strength Buttons
Keep Warm Program
Permanent Washable Filter
Compatible with #4 Cone Paper Filters
30 Second Anti-Drip Function
Auto Shut-Off After 120 mins.
Dim.: 7.25" W x 9" D x 13.5" H
12 Cup Capacity | 900W



Microwave

5 Power Levels
Defrost & Express Functions
60 Minute Digital Timer
End of Cooking Signal
Dim.: 17.75" W x 13" D x 10" H
20L | 0.7 Cu.Ft. Capacity | 700W



Stainless Steel Housing 6-Piece Stainless Steel Blade Glass Jug 5 Speed Control Separate Pulse Button Separate Ice Crush Button Dim.: 8" W x 7.5" D x 16.75" H 1.75L Capacity





#75061 #75060 #75180



360° Base
Water Gauge
Extra Removable Filter
Indicator Light
Boil Time: 1.7L: 8:25 mins. | 1.0L: 4:40 mins.
Dim.: 7" W x 9.5" D x 11.5" H
1.7L | 7 Cup Capacity
1500W, 120V~60Hz

4 Slice Toaster

4 Extra Wide Toasting Slots
Cancel, Defrost & Bagel Functions
Adjustable Browning Control
Coated Stainless Steel Housing
Removable Crumb Trays
Dim.: 12.5" W x 11.5" D x 7.5" H
1500W, 120V~60Hz







2 Slice Toaster

2 Slice Toaster
Cancel, Defrost & Bagel Functions
Adjustable Browning Control
Coated Stainless Steel Housing
Removable Crumb Tray
Dim.: 7.5" W x 11.5" D x 7.5" H
900W, 120V~60Hz



#75091

Coffee Machine

LCD Display On/Off, Delay Brew, Program, Hour, Minute & Strength Buttons Keep Warm Program Permanent Washable Filter 30 Second Anti-Drip Function Auto Shut-Off After 120 mins. Dim.: 7.25" W x 9" D x 13.5" H 12 Cup Capacity | 900W Compatible with #4 Cone Paper Filter



#75092

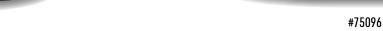


360° Base
Water Gauge
Extra Removable Filter
Indicator Light
Boil Time: 1.7L: 8:25 mins. | 1.0L: 4:40 mins.
Dim.: 7" W x 9.5" D x 11.5" H
1.7L | 7 Cup Capacity
1500W, 120V~60Hz

4 Slice Toaster

4 Extra Wide Toasting Slots
Cancel, Defrost & Bagel Functions
Adjustable Browning Control
Coated Stainless Steel Housing
Removable Crumb Trays
Dim.: 12.5" W x 11.5" D x 7.5" H
1500W, 120V~60Hz









2 Slice Toaster

2 Slice Toaster Cancel, Defrost & Bagel Functions Adjustable Browning Control Coated Stainless Steel Housing Removable Crumb Tray Dim.: 7.5" W x 11.5" D x 7.5" H 900W, 120V~60Hz



#75097

Coffee Machine

LCD Display On/Off, Delay Brew, Program, Hour, Minute & Strength Buttons Keep Warm Program Permanent Washable Filter 30 Second Anti-Drip Function Auto Shut-Off After 120 mins. Dim.: 7.25" W x 9" D x 13.5" H 12 Cup Capacity | 900W Compatible with #4 Cone Paper Filter



#75098



360° Base
Water Gauge
Extra Removable Filter
Indicator Light
Boil Time: 1.7L: 8:25 mins. | 1.0L: 4:40 mins.
Dim.: 7" W x 9.5" D x 11.5" H
1.7L | 7 Cup Capacity
1500W, 120V~60Hz

4 Slice Toaster

4 Extra Wide Toasting Slots
Cancel, Defrost & Bagel Functions
Adjustable Browning Control
Coated Stainless Steel Housing
Removable Crumb Trays
Dim.: 12.5" W x 11.5" D x 7.5" H
1500W, 120V~60Hz

2 Slice Toaster

2 Slice Toaster
Cancel, Defrost & Bagel Functions
Adjustable Browning Control
Coated Stainless Steel Housing
Removable Crumb Tray
Dim.: 7.5" W x 11.5" D x 7.5" H
900W, 120V~60Hz







#75041 #75042 #75059



LCD Display
On/Off, Delay Brew, Program,
Hour, Minute & Strength Buttons
Keep Warm Program
Permanent Washable Filter
Compatible with #4 Cone Paper Filters
30 Second Anti-Drip Function
Auto Shut-Off After 120 mins.
Dim.: 7.25" W x 9" D x 13.5" H
12 Cup Capacity | 900W



HADEN

Microwave

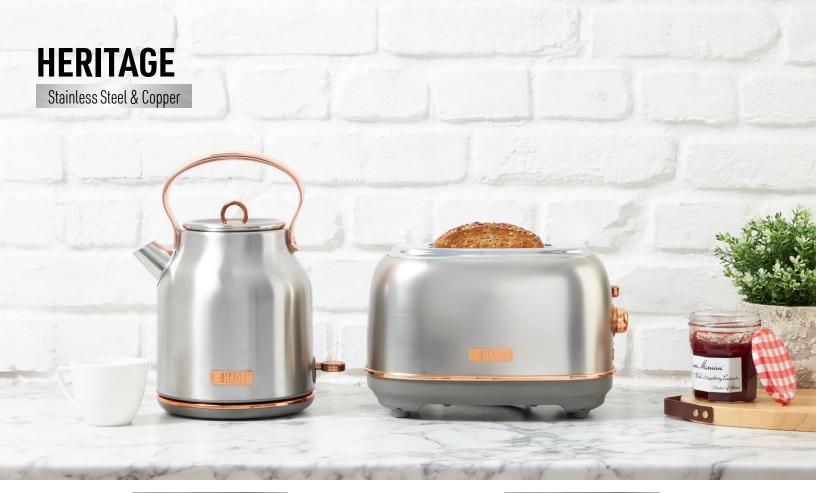
5 Power Levels
Defrost & Express Functions
60 Minute Digital Timer
End of Cooking Signal
Dim.: 17.75" W x 13.5" D x 10" H
20L | 0.7 Cu.Ft. Capacity | 700W

Blender

Stainless Steel Housing 6-Piece Stainless Steel Blade Glass Jug 5 Speed Control Separate Pulse Button Separate Ice Crush Button Dim.: 8" W x 7.5" D x 16.75" H 1.75L Capacity



#75075 #75049 #75182



360° Base
Water Gauge
Extra Removable Filter
Indicator Light
Boil Time: 1.7L: 8:25 mins. | 1.0L: 4:40 mins.
Dim.: 7" W x 9.5" D x 11.5" H
1.7L | 7 Cup Capacity
1500W, 120V~60Hz

4 Slice Toaster

4 Extra Wide Toasting Slots
Cancel, Defrost & Bagel Functions
Adjustable Browning Control
Coated Stainless Steel Housing
Removable Crumb Trays
Dim.: 12.5" W x 11.5" D x 7.5" H
1500W, 120V~60Hz





#75104



2 Slice Toaster

2 Slice Toaster
Cancel, Defrost & Bagel Functions
Adjustable Browning Control
Coated Stainless Steel Housing
Removable Crumb Tray
Dim.: 7.5" W x 11.5" D x 7.5" H
900W, 120V~60Hz



#75105

Coffee Machine

LCD Display On/Off, Delay Brew, Program, Hour, Minute & Strength Buttons Keep Warm Program Permanent Washable Filter 30 Second Anti-Drip Function Auto Shut-Off After 120 mins. Dim.: 7.25" W x 9" D x 13.5" H 12 Cup Capacity | 900W Compatible with #4 Cone Paper Filter



#75106





360° Base
Water Gauge
Extra Removable Filter
Indicator Light
Boil Time: 1.7L: 8:25 mins. | 1.0L: 4:40 mins.
Dim.: 7" W x 9.5" D x 11.5" H
1.7L | 7 Cup Capacity
1500W, 120V~60Hz

4 Slice Toaster

4 Extra Wide Toasting Slots
Cancel, Defrost & Bagel Functions
Adjustable Browning Control
Coated Stainless Steel Housing
Removable Crumb Trays
Dim.: 12.5" W x 11.5" D x 7.5" H
1500W, 120V~60Hz







#75044



Temperature Gauge
360° Base
Water Gauge
Extra Removable Filter
On/Off Switch with Indicator Light
Boil Time: 1.7L: 7:50 mins. | 1.0L: 4:30 mins.
Dim.: 9" W x 7" D x 12" H
1.7L | 7 Cup Capacity
1500W, 120V~60Hz

4 Slice Toaster

4 Extra Wide Toasting Slots
Cancel, Defrost & Bagel Functions
Adjustable Browning Control
Removable Crumb Trays
Dim.: 12" W x 11.25" D x 7.5" H
1500W, 120V~60Hz





AVAILABLE MID-LATE 2024

DIGITAL DRIP & ICE COFFEE MACHINE 10 CUP



Matte Black & Copper

Matte White & Chrome

DIGITAL DRIP COFFEE MACHINE 14 CUP







Matte Black & Copper

DIGITAL DRIP COFFEE MACHINE 12 CUP



Matte Black & Copper



Matte White & Chrome



Cedar Green & Chrome

ESPRESSO PUMP COFFEE MACHINE



Matte Black & Chrome

Matte White & Chrome

Warm Putty & Chrome

AVAILABLE MID-LATE 2024



DORSET KETTLE & 2 SLICE TOASTER



AIR FRYER OVEN



Matte Black & Copper

Matte White & Chrome



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