

# Kitchen Klaws

**Get a grip on your food!**

# Problem

## Purpose:

Tongs should operate as an extension of your hands for grasping unsafe objects

## Problem:

Current products in the market provide inadequate object grip with inconsistent control



## Pros



- Won't jerk back when releasing grip
- Usually built smaller and can be stored in small spaces



- Ability to lock fingers in for control
- Cheap and easily replaceable



- Reliable and somewhat inexpensive
- Significant surface area for grabbing larger objects



- Silicone pinchers provide scratch resistance on other surfaces and improved grip on the handles
- Pull/push locking mechanism is easier to handle

## Cons

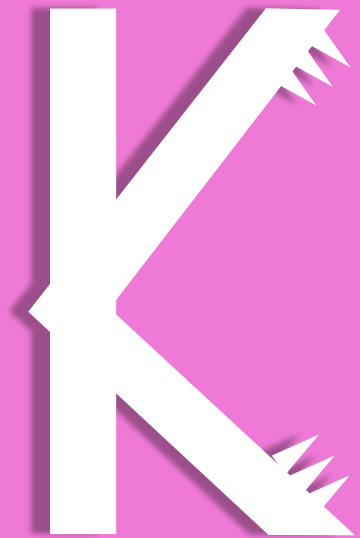
- Built cheaply and can break at the bend

- Hard to maneuver objects beyond just picking up and moving
- Hollow and minimal surface area, only allowing for bigger objects to be picked up

- Locking mechanism can easily get in the way by sliding down
- Slippery surface area on the pinching area of the tongs, creating an unstable grip on wet objects

- Slippery surface area on the pinching area of the tongs, creating an unstable grip on wet objects
- Silicone tips are not able to withstand higher temperatures



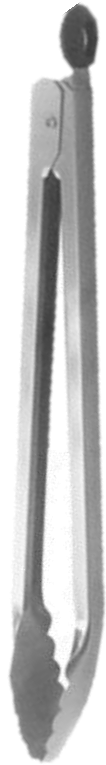


**Current Market**

# Pricing & Competition



\$3.99



\$6.99



\$10.99



\$12.99

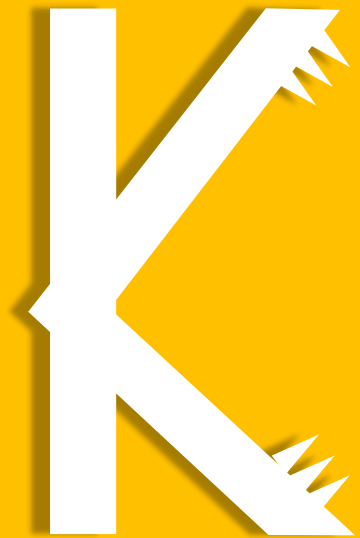


\$14.99

**Kitchen Klaw**  
\$9.99

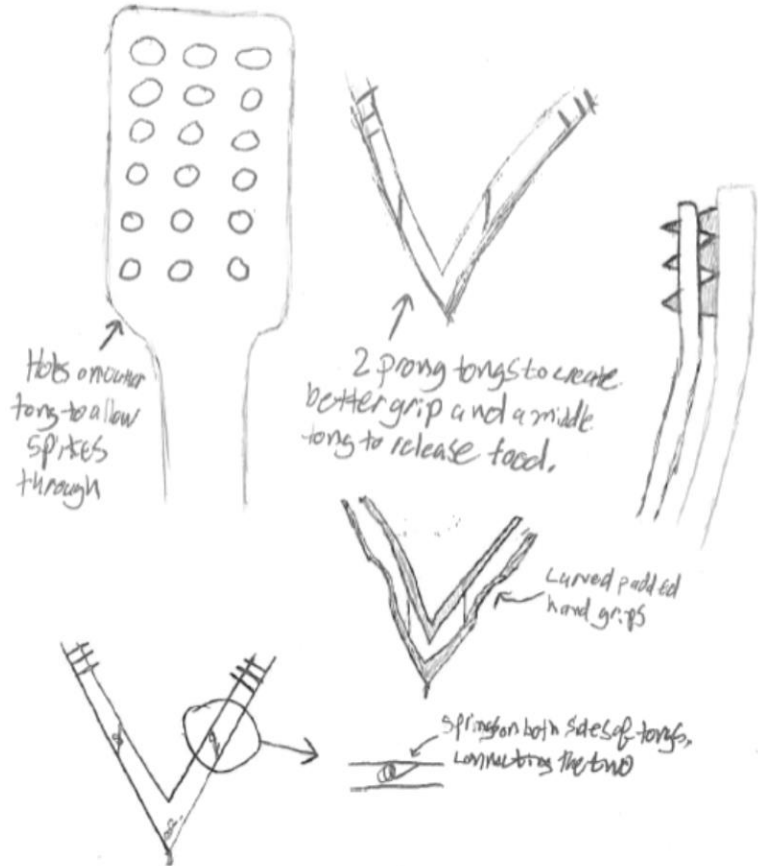
Created by Nicolas Alves 2017





**Solution**

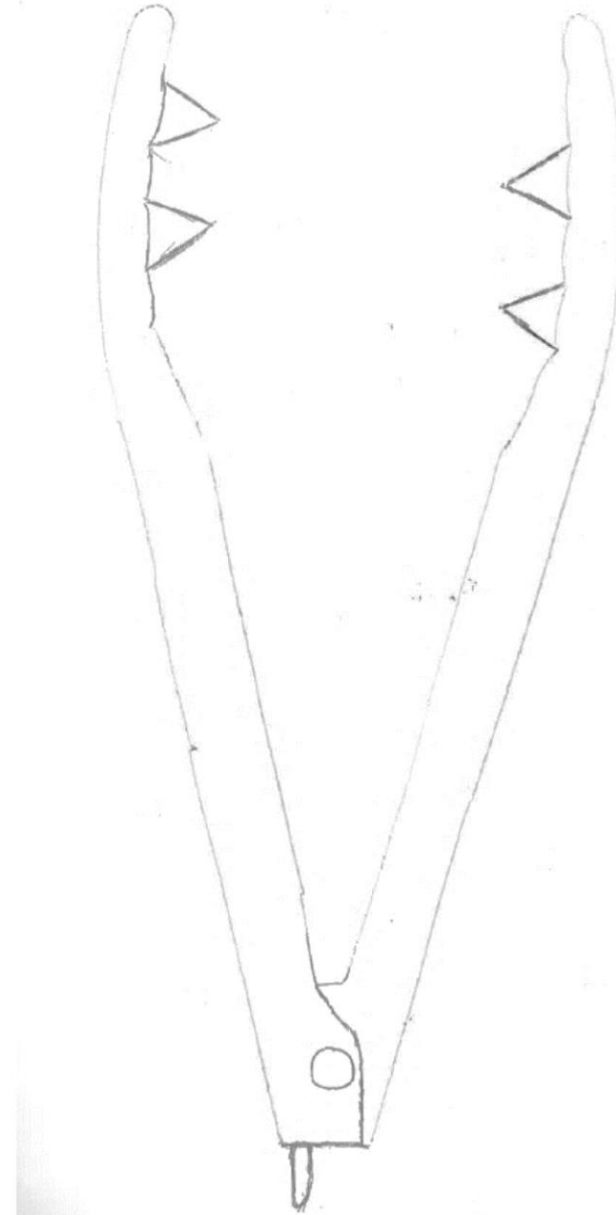
# Spiked Tong



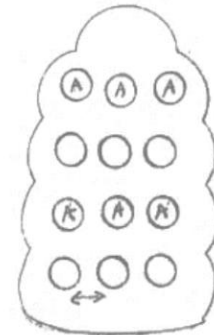
Two prong tongs arose from my frustrations with generic tongs. Meat would always slip out and I felt as if I could not have a strong grip. I wanted to design a tool that would allow me to have better control and comfort when cooking. The tongs should feel like an extension of the user's hand.

## Names

Kitchen Claws  
Kitchen Spikes  
The Claw



- 1/8 in drill bit puncture
- Screw in spikes with 1/8 in washer to eliminate any gaps between tongs and spikes.



- 3/16 in
- 1/4 in
- 25 in
- 12 Spikes
- 6 per side

# Solution

Adding spikes to the inner face of the tongs allows it to lock in any object

This creates a better user experience and decreases the chances of objects from falling out







**Target Market**

# Customer

Kitchen Klaws is a stand alone brand centered only on improving kitchen tongs. The brand utilizes a marketing approach built on social engagement to gain awareness and spread customer adoption.



Target / kitchen & dining / kitchen utensils & tools / utensils, tongs & whisks

# Kitchen Klaws™

[shop this collection](#) [shop all OXO](#)



\$9.99

★★★★☆ 10

1 qty **add to cart**

1 qty add to registry/list

shipping to 90250  
get it by **Thu, Jun 29** with standard shipping  
get it by **Tue, Jun 27** with express shipping

free ship to store  
get it by **Fri, Jun 30** at Hawthorne

[find at another store](#) aisle B45

[Windows](#) **Put the future at their fingertips** Shop Windows laptops with Office 365 included. **69<sup>99</sup>** value [Shop now](#)

[Home](#) > [Kitchen & Dining](#) > [Cookware, Bakeware & Tools](#) > [Kitchen Tools & Gadgets](#)

# Kitchen Klaws™

★★★★★ [Write a review](#) [Q&A](#) By: [Update International](#)



**\$9.99**

Sold & shipped by [Mvtradingonline\(USA\)](#)

**Free shipping**  
Or get it by **Jun 30** with faster shipping options [Shipping options](#)

**Free pickup not available from this seller**

Quantity:

[Add to Cart](#)

[Add to List](#) [Add to Registry](#)

**THE AMERICAN SALE** »

**OUTDOOR DINING SALE UP TO 50% OFF** »

**ORDERS OVER \$59 SHIP FREE! ENTER SHIPFREE AT CHECKOUT** »

[Cooks' Tools](#) » [Utensils](#) » [Tongs](#)



## Kitchen Klaws™ Steel Locking Tongs

★★★★★ 2 Reviews | 1 Question, 50 Answers

**\$9.99**

SIZE:

QUANTITY:

[ADD TO CART](#)

[FIND IN STORE](#)

[ADD TO REGISTRY](#) »

[ADD TO WISHLIST](#)

Price Guarantee

Hassle-Free Returns

Orders Over \$59  
Use Code SHIPFREE



Make up to 24 Easy Payments with PayPal Credit.

Min purch req'd. Subject to credit approval. [See Terms of](#)



NEW & INTERESTING FINDS ON AMAZON

EXPLORE



All ▾ kitchen tongs



kindle paperwhite \$119.99

Departments ▾

Your Amazon.com Today's Deals Gift Cards & Registry Sell Help



Hello. Sign in Account & Lists ▾

Orders

Try Prime ▾



Kitchen & Dining

Best Sellers

Wedding Registry

Small Appliances ▾

Kitchen Tools ▾

Cookware ▾

Bakeware ▾

Cutlery ▾

Dining & Entertaining ▾

Storage & Organization ▾

Event & Party Supplies ▾

◀ Back to search results for "kitchen tongs"



# Kitchen Klaws™ Steel Locking Tongs

★★★★★ ▾ 46 customer reviews | 6 answered questions

**Price: \$9.99**  
Eligible for Prime Free Shipping

**In Stock.**

Want it Monday, June 26? Order within **20 hrs** and choose **Two-Day Shipping** at checkout.

[Details](#)

Sold by [STAR of IRON](#) and [Fulfilled by Amazon](#). Gift-wrap available.

- PROFESSIONAL GRADE STAINLESS STEEL KITCHEN TONGS SET - With high heat resistance of 1500 F & sufficiently long handle safely pick the deep-fried meat, flip it on a hot grill or lift boiled food without fearing the steam - unlike flimsy tongs, the sturdy stainless steel build of

Share

Qty: 1 ▾

Yes, I want **FREE Two-Day Shipping** with Amazon Prime

[Turn on 1-Click ordering for this browser](#)

**Ship to:**

Select a shipping address: ▾

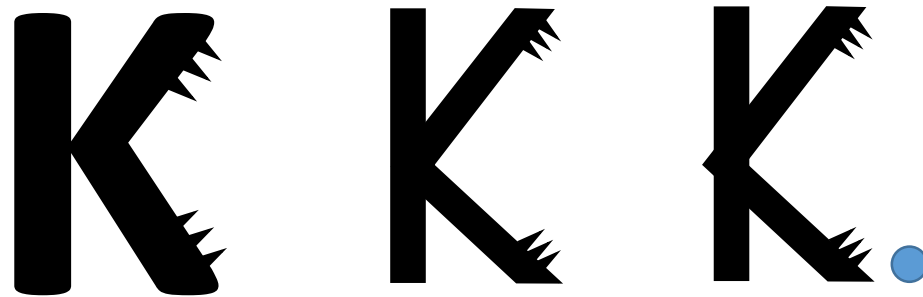
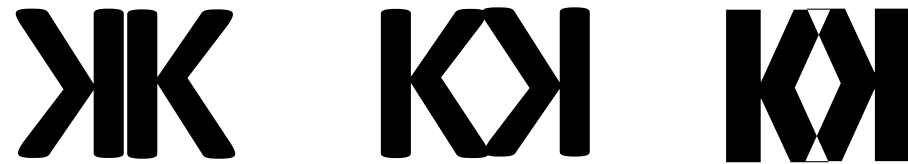
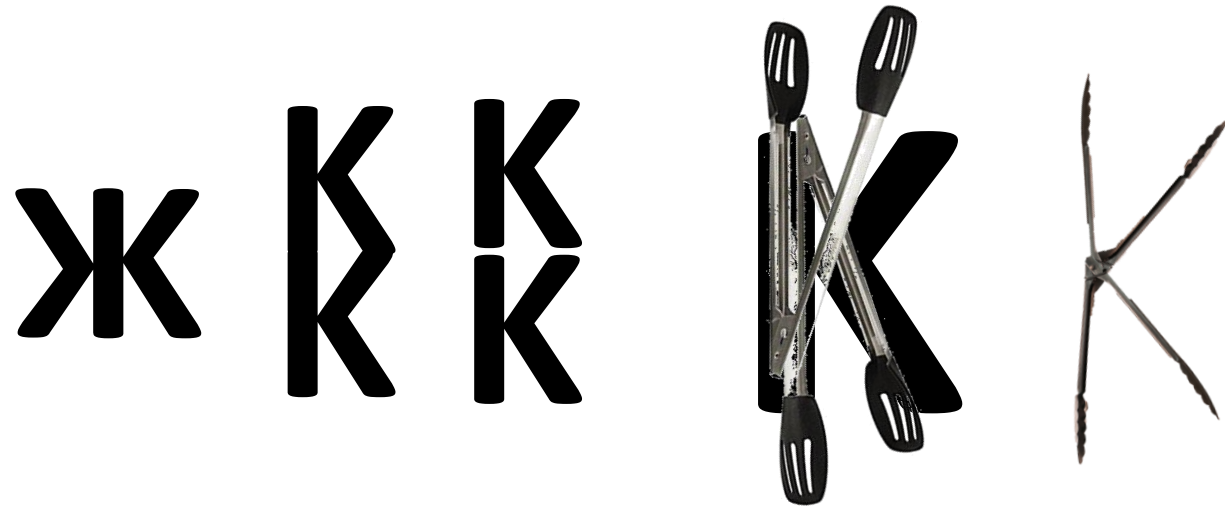
[Add to List](#)

[Add to Wedding Registry](#)

# Index



Kitchen Klaw •  
Kitchen Klaw  
Kitchen Klaw  
Kitchen Klaw  
Kitchen Klaw  
Kitchen Klaw  
Kitchen Klaw  
Kitchen Klaw  
Kitchen Klaw  
Kitchen Klaw  
Kitchen Klaw  
Kitchen Klaw  
Kitchen Klaw  
Kitchen Klaw







# Kitchen **K**laws

Locking Tongs

Stainless Steel  
Dishwasher Safe

Front



# **K**

Kitchen Klaws are a set of locking tongs fitted with spikes. The added spikes create a more stable grip for handling any object.



Distributed by Kitchen Klaws  
Los Angeles, CA 90245  
Made In China

Back



