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Regal Ware Releases First Shipment to China

Kewaskum, Wisconsin (May 8, 2015) – In December 2014 Regal Ware, Inc. and Chinese firm JM International (formerly Joymain) signed a letter of intent to do business. On May 7, 2015, the first shipments of Regal Ware’s cookware left the West Bend, Wisconsin-based manufacturing facility bound for JM International’s customer experience centers throughout China.

This is the first of Regal Ware’s high-quality cookware products to be shipped in 2015 for sale and distribution by JM International’s network of 2 million sales consultants worldwide and 2,500 storefronts in China. The products were introduced to more than 30,000 sales consultants in-person through a series of rallies held in China during the month of April. Regal Ware executives and leaders including President and CEO Jeff Reigle, Senior Vice President of Sales and Marketing Dave Lenz, Senior Vice President of Operations Joe Swanson, and Director of International Sales Matt Reigle traveled to China in April to attend the kick-off rallies.

All Regal Ware products are of the highest quality and are manufactured in West Bend, Wisconsin, USA under strict Cookware Manufacturers’ Association standards. The cookware being introduced by JM International is manufactured and sold under the West Bend® Cookware by Regal Ware brand name.

About Regal Ware

Regal Ware is known for producing the world’s finest cookware for families – Made in the USA, and is the premier manufacturer of high quality stainless steel cookware in the United States for the direct sales market worldwide. Regal Ware’s core values of integrity, dedication, performance and pride define the company. Its innovative engineering and legacy of quality manufacturing dates back to 1911. Regal Ware is committed to bringing people back to the table, and is doing so through consumer initiatives and product offerings that make cooking easier and more enjoyable. Regal Ware products include stainless steel and cast aluminum cookware as well as stainless steel bakeware available exclusively through direct-to-the-consumer sales channels. For more information visit www.regalware.com.

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