



Our Brand History

- Over 30 years ago in 1990 OXO was born of love.
- Our founder Sam Farber designed the first OXO peeler for a pair of hands he loved more than his own.
- Sam and his wife Betsey were cooking together when Betsey's mild arthritis made using old-fashioned metal peeler a struggle. They knew there had to be a better way.
- They created the now-iconic OXO handle—with its distinctive ergonomic form and signature non-slip grip—and paired it with a sharp stainless steel blade.
- OXO was born, and the brand changed the way we prepare food—and think of household tools— forever.





Our Brand Philosophy

# Make

We are makers of tools,  
gadgets, and household objects.

# Everyday

Our products are created for the everyday:  
everyday tasks, chores, cooking, cleaning,  
coffee-making-to name just a few

# Better,

We make tools that make the everyday better-simpler,  
easier, more user-friendly and even more enjoyable.

# Every Day.

People use our products every day.  
We're hard at work inventing, engineering,  
creating and refining-every single day.

At OXO, we believe there is a better way. We look at everyday objects and activities and we see ways to make things simpler, easier, more thoughtfully designed-better.