

Case IH Agriculture Equipment, Inc.

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Let Irma Harding Set the Table With New Case IH Dishware

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Just in time for the holidays, Irma Harding® is back in the kitchen with a new line of dishware. These “modern vintage” dishes are the perfect fit for any occasion, whether casual or more formal. Kitchens in the country and the city will find these “retro” place settings to be a welcome addition to their cupboards.

“We’re excited to expand the Irma Harding product line to include these fantastic dishes,” says Sarah Pickett, Case IH Licensing and Merchandising Manager. “Irma Harding is back and she’s better than ever, and these dishes expand the Irma Harding product line in a way that’s simple, yet classy.”

The dishware includes dinner and salad plates, tumblers, bowls and placemats to complete the setting. All of the dishware is dishwasher safe. Two different styles are available: “Retro” or “Simple and Wholesome.”

Both styles of the 10-inch melamine dinner plates come in a pack of four, as do the matching 8-inch salad plates and 8-inch bowls. Each plate and bowl are adorned with the “Modern Vintage” Irma Harding. The 16-ounce tumblers also come in a four-pack and also sport the “Modern Vintage” Irma Harding.

The “Simple and Wholesome” style dishes have clean lines and an “IH” wheat pattern.

Vintage, modern -style placemats go well with either style of Irma Harding dishware and are sold individually.

Irma Harding dishware is available at www.ShopCaseIH.com. For more information on Irma Harding, visit irmaharding.tumblr.com.

In 1947, International Harvester developed refrigerator and freezer lines and created Irma Harding as the character spokeswoman. Irma promoted the products to U.S. farm women. International Harvester hired five home economists to answer inquiries and conduct cooking and testing experiments in company kitchens on Irma’s behalf. In addition, 70 home economists and saleswomen were hired throughout the U.S. to travel regionally and educate homemakers of the day about freezing and preserving food.



PRESS RELEASE

With a persona that is deeply rooted in America's rural history, the products Irma now represents invoke memories of all that was and still is good in American households and homemaking.

Case IH is a global leader in agricultural equipment, committed to collaborating with its customers to develop the most powerful, productive, reliable equipment – designed to meet today's agricultural challenges. Challenges like feeding an expanding global population on less land, meeting ever-changing government regulations and managing input costs. With headquarters in the United States, Case IH has a network of dealers and distributors that operates in over 160 countries. Case IH provides agricultural equipment systems, flexible financial service offerings and parts and service support for professional farmers and commercial operators through a dedicated network of professional dealers and distributors. Productivity enhancing products include tractors; combines and harvesters; hay and forage equipment; tillage tools; planting and seeding systems; sprayers and applicators; site-specific farming tools and utility vehicles. Case IH is a brand of CNH (NYSE: CNH), a majority-owned subsidiary of Fiat Industrial S.p.A. (FI.MI).

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Photo caption: Irma Harding is back in the kitchen with a new line of dishware, including dinner and salad plates, tumblers, bowls, and placemats to complete the setting.