

KETTLE ANALYSIS

JACK MAGUIRE

MAIN BODY

- Thin oxide layer to due chromium prevents corrosion.
- Work hardening can make it magnetic
- useful for easy application of magnetic stickers for end-user customisation.
- Ductile - easy to work into shape.
- Brushed Stainless Steel easy to clean.
- Looks nice and sturdy - good for reassuring end users of safety.
- Will not melt until very high temperatures, so useful for direct contact.

BRUSHED STAINLESS STEEL



- KETTLE:
[HTTPS://AMZN.TO/3BZ1DXQ](https://amzn.to/3BZ1DXQ)
- IMPACT OF STEEL TARIFFS:
[HTTPS://BBC.IN/3DB7DXD](https://bbc.in/3DB7DXD)
- US-CHINA TRADE WAR:
[HTTPS://BBC.IN/3LBU2BN](https://bbc.in/3LBU2BN)

HANDLE/SWITCH /LID

- High working temperature (100°C) useful for being near hot water.
- Heat Resistant.
- Easy to mould in mass quantities quickly with injection moulding.
- Can be coloured.
- Electrical Insulator

POLYPROPYLENE

VIEW WINDOW

- Can be coloured, as well as clear.
- High working temperature (95°C) useful for hot water.

ACRYLIC

STEEL PRICES

In January 2018, as a part of Donald Trump's *America First* campaign goals, Donald Trump imposed sanctions on a list of 279 Chinese products that would have import tariffs for the US. This also applied to lots of UK Steel.

Whilst he originally proposed this as an attempt to help American Businesses, many testified that this would hurt rather than help them.

The BBC Asia business correspondent pointed out that China couldn't easily match this purely on import tariffs, they could increase red-tape costs for US business in China.

The BBC also predicted that this wouldn't have a large impact on the greater market due to an oversupply of Steel.