Everyone loves stainless steel in the kitchen, so I'm thinking we all want Eva Solo's new magnetimer, a simple and elegant egg timer that can adhere to any steel surface using the power of magnets. From their site:

This exquisitely simple, round timer does not take up much space in the kitchen as it can sit on any steel surface. At the same time, it keeps a check on the exact cooking times needed to produce a delicious boiled egg, cake or roast joint!

Any product that takes the guesswork out of my joint-roasting is an automatic must-have. Their other kitchen products are superbly fashioned, strangely phallic and above all, visually satisfying (did I mention phallic?). No clue how to go about procuring one, but once I do, I'll be slapping it on my ancient, dirty white fridge in an instant..