

APPLICA INC  
Form 8-K  
July 19, 2005

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934**

**Date of Report (Date of Earliest Event Reported): July 18, 2005**

**APPLICA INCORPORATED**

(Exact name of Registrant as specified in its charter)

Commission File Number 1-10177

**Florida**

**59-1028301**

(State or other jurisdiction of incorporation or  
organization)

(I.R.S. Employer Identification Number)

**3633 Flamingo Road, Miramar, Florida**

**33027**

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code: (954) 883-1000

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2 below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 1.01. Entry into a Material Definitive Agreement.**

On July 18, 2005, Applica Consumer Products, Inc. entered into a new employment agreement with Brian S. Guptill, Senior Vice President Engineering. Applica Consumer Products, Inc. is the U.S. operating subsidiary of Applica Incorporated.

**Item 9.01. Financial Statements and Exhibits.**

(c) Exhibits. A copy of the employment agreement is attached as Exhibit 10.1 to this report.

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**Date: July 19, 2005**

**Applica Incorporated**

By: /s/ Terry Polistina  
Terry Polistina, Senior Vice President  
and Chief  
Financial Officer of Applica  
Incorporated

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**Exhibit Index**

<b>Exhibit No.</b>	<b>Description</b>
10.1	Employment Agreement effective May 1, 2005 between Applica Consumer Products, Inc. and Brian S. Guptill.