



Progressive Housewares 25th June 2007

ALL NEW NON STICK BAKEWARE FROM PYREX

As a commitment to providing choice and excellence in non-stick bakeware for every consumer, Pyrex now offers two distinct lines - a new 'classic' Pyrex range and the brand new Pyrex Elegance collection.

The two ranges comprise trays and moulds for every baking requirement including cake, loaf and fluted quiche pans, pizza pans and spring-form pans, oven trays and roasters, muffin and pudding trays.

The new 'classic' bakeware range has a non-stick coating inside and out, large 'easy-grip' handles and products come with a 5-year guarantee. This range is available from selected supermarkets and independent high street retailers priced from £3.99 RRP.

To appeal to consumers in search of more stylish, upmarket kitchenware, the Pyrex Elegance non-stick bakeware collection was designed in collaboration with British Female Inventor and Innovator of the Year 2006, Morag Hutcheon. Tactile to the touch and visually distinctive, the lightweight but reassuringly rigid moulds are coated inside and out with a smooth, metallic-grey non-stick finish and feature curved handles at diagonal points, with heat resistant silicone grippers, to combine confident handling with striking design. The new Pyrex Elegance non-stick bakeware products come with a 10 year guarantee and are available through John Lewis stores, Heals, Selfridges and selected specialist retailers, priced from £5.99 RRP.

Further details are available at www.pyrex.com and www.pyrexelegance.com or by telephoning 01327 323010.

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