



Press Information, 29 March 2007

Pyrex Celebrates Landmark Year at Exclusively Housewares 2007

Pyrex will be making the headlines at Exclusively Housewares 2007, by presenting a new design range of ovenware on stand 300, branded Pyrex Elegance. The launch of the Pyrex Elegance range marks one of the most significant developments for the brand over the last fifty years and a landmark occasion in the history of the company.

Renowned British designer, George J. Sowden, was commissioned to create the new Pyrex Elegance glassware, bringing a contemporary, aesthetic dimension to the core qualities of Pyrex ovenware. Over the same two year period, Arc International Cookware has been working with the 2006 British Female Inventor and Innovator of the Year, Morag Hutcheon, to develop a striking Pyrex Elegance range of non-stick bakeware.

In no way replacing the traditional Pyrex ovenware, a new range of 'Classic' non-stick bakeware will also be on show at the Pyrex stand, alongside Pyrex Elegance. The improved and extended range of bakeware, unveiled earlier this year, is already proving popular with supermarkets and high street retailers. The full Pyrex Classic range of glassware and ceramic ovenware will also be on display.

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