

Press Information, 12th June 2007



PYREX SHOWCASES THREE NEW COLLECTIONS AT EXCLUSIVELY HOUSEWARES 2007

Pyrex will be making the headlines on stand 300 at Exclusively Housewares 2007, presenting the new Pyrex Elegance collections of beautifully designed glass ovenware and non-stick bakeware, alongside the new, improved range of classic Pyrex non-stick bakeware.

The launch of the Pyrex Elegance collection 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 glass casserole and roasting dishes, 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 British Female Inventor and Innovator of the Year 2006, Morag Hutcheon, to develop a striking Pyrex Elegance range of non-stick bakeware. The new Pyrex Elegance collection is now available in John Lewis stores nationwide, Selfridges and Harrods, with non-stick bakeware from £5.99 and glass ovenware from £10.00.

The new improved range of 'classic' Pyrex non-stick bakeware, also on display at Exclusively Housewares, was launched earlier this year and comprises fourteen products in all to match every baking and roasting requirement, including cake, loaf and quiche tins, a pizza pan, bun sheets, oven trays and roasters. All the Pyrex bakeware products have a non-stick coating inside and out, plus Easy Grip® handles with non-slip raised dots just like the glass ovenware. Prices start from as little as £3.99 RRP and products come with a 5-year guarantee.

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