



## New Durable Calphalon Signature™ Nonstick Bakeware collection Served Up for the Holidays

November 10, 2016

### New Ceramic Bakeware Provides Exceptional Results for the Baker on Your Holiday Gift List

ATLANTA, Nov. 10, 2016 /PRNewswire/ -- Calphalon, the leader in premium cookware and kitchenware, today announces the launch of Calphalon Signature™ Nonstick Bakeware, which is designed to be four times more durable\*, and available just in time for the busy holiday baking and gifting season. The new ceramic bakeware will be sold exclusively in Williams-Sonoma stores beginning November 2016.



The Calphalon Signature Nonstick Bakeware collection is the perfect upgrade for seasoned at-home bakers, or for beginners who are stocking up on essentials. In addition to being four times more durable\*, the products feature an elegant two-tone design and interior scratch-resistant ceramic coating that is designed for easy nonstick release. These professional-level features can help achieve exceptional results for cookies, cakes or muffins any pastry chef would envy.

"Calphalon Signature Nonstick Bakeware gives home bakers premium products that can stand up to any baking needs," said Kerry Strzelecki, Director of Brand Marketing, Calphalon. "Luxe ceramic material provides durability and easy release and beautifully displays hand-crafted baked goods for cooks looking for professional performance in the kitchen."

The new collection includes a six-piece set featuring two round nine-inch cake pans, one 12-cup muffin pan with lid, one 12-inch by 17-inch baking sheet and cooling rack, and a three-piece set featuring two 14-inch by 17-inch baking sheets and one cooling rack. Additional pieces from the collection will be sold separately.

Notably, the new line is PFOA & PTFE free, oven safe up to 500°F and dishwasher safe, though hand-washing is recommended for best results.

Calphalon Signature Nonstick Bakeware is available exclusively now at Williams-Sonoma. It will become available in department specialty stores in March 2017. The collection is priced from \$15.99 to \$99.99.

For more information on Calphalon Signature Nonstick Bakeware, visit [www.calphalon.com](http://www.calphalon.com) or visit on [Facebook](#) or [Instagram](#).

*\*Compared to Simply Calphalon Nonstick Bakeware*

### **About Calphalon**

Calphalon is a leading manufacturer of professional quality cookware, cutlery, bakeware, and accessories for the home cook. Based in Atlanta, Calphalon is a part of Newell Brands' global portfolio.

### **About Newell Brands**

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, [www.newellbrands.com](http://www.newellbrands.com).

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