



Calphalon Introduces Calphalon Premier™ Space Saving Nonstick and Stainless Steel Cookware

October 12, 2017

BOCA RATON, Fla., Oct. 12, 2017 /PRNewswire/ -- Calphalon, a leader in premium cookware, announces the launch of its latest innovation, Calphalon Premier™ Space Saving Nonstick and Stainless Steel Cookware, which stacks securely to save 30% more space* in the kitchen. With a unique handle design and flat glass covers, the pots, pans and lids can stack and nest in any order**, allowing both professional and home cooks to save valuable cabinet space. Both nonstick and stainless steel lines deliver exceptional cooking results, while providing consumers with a breakthrough solution that keeps their kitchen organized.

"Through our research, we found that the average size of the American home is shrinking, and that many consumers have limited space in their kitchen to store cookware," said Tim Anderson, Director of Brand Development, Calphalon. "Calphalon Premier™ Space Saving Cookware provides home cooks with 30% more space in their cabinets,* helping to declutter their kitchen so they can focus on what matters – creating a great meal for family and friends."

The Calphalon Premier™ Space Saving Nonstick line features a hard anodized construction, allowing for even heating, and a durable three layer nonstick surface that is strong enough to withstand metal utensils such as whisks, spoons and spatulas. The Stainless Steel line is crafted with a heavy-gauge aluminum core to quickly and evenly distribute heat. Both nonstick and stainless steel lines have handles that stay cool while cooking, are dishwasher safe, and come with a full lifetime warranty.

Sets of the Calphalon Premier™ Space Saving Cookware start at \$99.99 and are available nationwide both in-stores and online at retailers including Bed Bath & Beyond, Macy's, Williams Sonoma and Crate & Barrel. Additional product details can be found at Calphalon.com.

For more information on Calphalon products, visit www.Calphalon.com or visit brand social media sites at Facebook.com/Calphalon, Instagram.com/Calphalon and Pinterest.com/Calphalon.

About Calphalon

Calphalon is a leading manufacturer of professional quality cookware, cutlery, bakeware, and accessories for the home chef. Based in Boca Raton, FL, Calphalon is a part of Newell Brand's 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.

*Average space saved vs. like non-stacking Calphalon® cookware items

**Cookware must have same diameter

***Sources: Fortune, December 2016 "American Home Buyers are Choosing Smaller Homes This Year"

Mintel, Cookware US, June 2016

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