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**Columbian Home
Products, LLC**

Press Release

Columbian Home Products introduces new GraniteWare® Better Browning Bakeware® at the International Housewares Show in Chicago

When crispy crust and golden brown edges are most desired – think cookies, cakes, pies and muffins – this porcelain-on-steel bakeware delivers outstanding results fast and effectively, with natural non-stick performance using all organic materials.

Lake Zurich, IL, January 1, 2012 GraniteWare® [Better Browning Bakeware®](#) features eight of the most popular baking items, exclusively designed for baked goods requiring a crispy crust, and golden brown edges. The new collection features an upgraded formulation of enamel which gives it a naturally non-stick and organic alternative to spray coated pans. The specially formulated pure porcelain enamel surface is totally organic, no chemicals, PTFE or PFOA are used in the process. The surface is applied to a steel core which provides strength and exceptional heat retention and distribution, producing bakeware that browns better, faster, and at lower temperatures – saving homemakers time and energy while yielding outstanding results.

Independent test kitchen results verify Better Browning Bakeware® produces consistent and repeatable baking performance better than traditional spray coated pans – due to the added advantage of delivering those results at reduced time and temperatures. Better results faster, and with less energy – now that is better browning! The line is proudly made here in the U.S.A. and makes its debut at the International Housewares Show in Chicago in March; and be available for retail distribution this spring.

For Release Immediately

more

The Better Browning Bakeware® Collection by GraniteWare®

11 x 7 x 1 ½ in [Brownie Pan](#)

16 x 11 x 1 in [Cookie Sheet](#)

8 x 1 ½ in [Round Cake Pan](#)

8 x 8 x 1 ¾ in [Square Cake Pan](#)

9 in [Pie Pan](#)

6 count [Jumbo Muffin Pan](#)

9 x 5 x 2 ½ in [Loaf Pan](#)

14 in [Pizza Pan](#)

GraniteWare® is brought to you by Columbian Home Products, LLC. [@ColumbianHome](#) Since 1871, Columbian is proud to be the sole manufacturer of porcelain-on-steel cookware in the United States. Visit us online at www.columbianhp.com or contact our customer service department as follows:

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Digital images available upon request