








Стеклокерамика
 Vitrocerámica
 Vitroceramic
 Vitrocérámique
 Glaskeramik
 Vetrocera mica
 Vitrocera mic

PYROflam®

Description	Capacity Size	Product Code	Pieces per Outer Carton	Barcode
 Round Casserole	1 L / 1 qt.	P23A000/5043	3	3 426470 013031
	2 L / 2 qt.	P25A000/5043	3	3 426470 013048
 Round Casserole	3 L / 3 qt.	P27A000/5043	3	3 426470 013055
	Set of 3 1L/1qt.- 2L/2qt.- 3L/3qt.	P01S000/5042	2	3 426470 013338
 Rectangular Dish	New! 30 x 18 cm 11.8 x 7.1"	P30B000/5043	3	3 426470 013772
	35 x 22 cm 13.8 x 8.7"	P35B000/5043	3	3 426470 013079
 Oval Dish	32 x 22 cm 12.6 x 8.7"	P32B000/5043	3	3 426470 013086
New!  Oval Casserole	3.5 L / 3.7 qt.	P50A000/5043	3	3 426470 014007
 Steamer	2 L / 2 qt.	P25U000/5042	2	3 426470 013062
New!  Steamer Basket (borosilicate glass)	20 cm / 7.9"	P03N000/5046	6	3 426470 013789

Conception graphique et photos : © TerCrea - Département d'Arc International - AN 37/09 PFMWBG09/03PT

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The Dish that does it all...



Стеклокерамика

Vetroceramica

Стеклокерамика

Vetroceramica

Vitrocerámica

Vitroc ceramic

Vitrocerámica

Vitroc ceramic

Vitrocérámique

Glaskeramik

Vitroc ceramic

Vitrocérámique

Glaskeramik

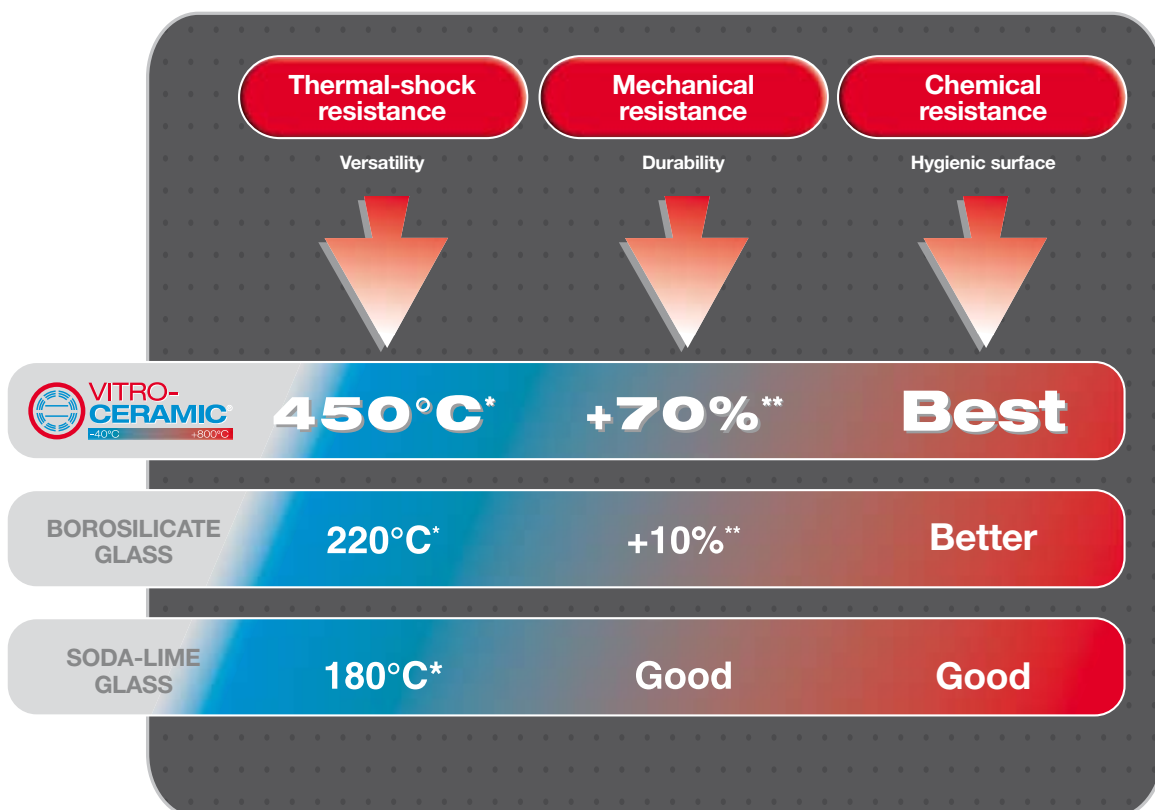


A unique material:



Pyroflam® is made of Vitro-Ceramic®, a compound so heat resistant that it was originally developed in partnership with the American space agency NASA, for use on the exterior of their space shuttles.

Features	Benefits
Thermal resistance	Pyroflam® can be used on/in any kitchen appliance (except induction)
Hard surface	Pyroflam® does not chip, scratch nor warp
Hygienic & non-porous surface	Pyroflam® does not stain or retain flavours Pyroflam® stays new looking
Pure white base	Pyroflam® looks good on any table for any occasion
Transparent borosilicate glass covers	Allowing to monitor food cooking
25-years guarantee on Vitro-Ceramic®	Proof of quality



*Average thermal variation sustainable by each material when going from a hot to cold source and reverse. Results from internal quality test.
**Hardness differential with soda-lime glass based on Vickers measurements (HV); better hardness means better durability and scratch resistance. Results from internal quality test.



Pyroflam® Packaging

Branding: Pyroflam®
Contemporary logo



Communication on key benefits:

Versatility:
Pyroflam®/“The Dish that does it all”
Pictograms/Photos reinforcing multi-usage

Uniqueness:
Vitro-Ceramic® material

Durability:
25 years guarantee



In-pack Use & Care leaflet



Pyroflam® Shelf Display*

Reinforce key selling message
Versatility: From Freezer to Flame to Table

Consumers can touch and feel the product

*Pyrex® is a trademark of Corning Incorporated licensed by Arc International Cookware SAS, used by permission.