

INTERNATIONAL COOKWARE

The new Inspiration range of Pyrex ovenware that can take centre stage on the table

THE CHALLENGE >

Pyrex is renowned as a pioneer in premium glass cookware. But research highlighted that the very qualities which made the brand so dependable in the kitchen – functionality, practicality and resilience – were discouraging customers from presenting the cookware on the dining table.

As well as new levels of beauty and refinement, the new range had to deliver consumer value and appeal across a variety of sizes, while adhering to challenging industrial borosilicate glass manufacturing requirements.

Ease of cleaning was critical, as was the depth of the cookware to prevent food overflowing in the oven.

THE SOLUTION >

The new Inspiration ovenware range pushes the boundaries of material and manufacturing technology, with aesthetic influence drawn from traditional handcrafted finishes and bold geometric detailing.

The dishes are manufactured in tempered borosilicate glass, which can withstand temperature variations of up to 220°C – so the Inspiration range can go straight from the fridge to the oven.

The design of the handles – often utilitarian in nature – required a fundamentally different approach. The final design has integrated handles that blend into the sides of the dish, appearing as attractive features when not in use.



“Working with CDP has helped us balance the complex list of demands and create an attractive new range of cookware that is equally at home on the table or in the oven”

Xavier Frappier, senior product manager
Pyrex licensee International Cookware

BENEFIT TO CLIENT >

The new Inspiration range is an addition to Pyrex’s market-leading range of products that can take centre stage on any dinner table. It delivers new levels of beauty and refinement without sacrificing legendary Pyrex performance and durability.

The Inspiration range combines traditional values with cutting-edge manufacturing and design to give consumers the very best in elegant but practical cookware for any occasion.

