



Denby's 'easyclean' Surface: A Success Story!

Celebrity chef James Martin and Denby, leading UK ceramics manufacturer, came together to create the ultimate range of cookware. Every piece was designed with real food and real life in mind. Safe to use in the oven, microwave, freezer and dishwasher, they feature a unique 'easyclean' surface.



According to Denby, cooking should be a pleasure, not a chore. Each item in this range has an 'easyclean' surface invisible to the eye, so that grease, stains and baked on food can be washed off easily, using just soapy water and a soft cloth.

This 'easyclean' surface was created using Ritec's ClearShield, brought to Denby in collaboration with Weilburger. The world's first transparent 'non-stick' protection, ClearShield works like 'non-stick' surfaces on metal cookware by preventing the bonding of contaminants on ceramic and glass surfaces, therefore making cleaning easier and resisting staining and discolouration.

For the end user this means:

- **More convenience**
- **Pristine looking ovenware**
- **Reduced use of polluting chemicals and energy**
- **Better hygiene**

For Denby, it means:

- **Quality image through innovation**
- **More competitive thanks to USPs**
- **Higher profits from added value**

Denby, Weilburger and Ritec together developed application procedures and equipment to fit production and economic requirements.

Launched during the Spring Fair of 2008, the new range was well received and has proven a real success with no returns recorded.

Denby's striking designs and practicality alleviate the need for separate cooking dishes and more decorative plates for serving. This means more than ever that dishes need to maintain their clean and elegant appearance to shine on the dining table. The ClearShield protection makes it possible for much longer and with much less effort!

case study

cook

The ultimate range of cookware!
15 new pieces designed for optimum cooking performance. Beautifully crafted with innovative features, every piece is designed with real food and real life in mind. Elegant and durable – they're safe for use in the oven, microwave, freezer and dishwasher and feature a unique easyclean™ surface.

easyclean™

No need to scrub or soak!

We believe cooking should be a pleasure, not a chore – so we've created a fantastic easyclean™ surface. A specially developed and researched coating which has been applied to each dish, so that grease, stains and baked-on food washes off easily, using just soapy water and a soft cloth.

This special coating is applied during the manufacturing process and although invisible to the eye it makes every dish extremely easy to wash, either by hand or in the dishwasher.

It is protected over time by adopting a simple care routine and avoiding the use of abrasive utensils or scourers. We recommend using silicone or wooden accessories and a soft cloth to enjoy the benefits of our easyclean™ technology for years to come.

dishwasher safe
We recommend low temperatures and liquid detergents for cleaning these items in the dishwasher.

freezer safe
Exceptionally durable and ideal for storing food in the freezer. Please be aware that tableware can crack if exposed to sudden temperature changes.

oven and microwave safe
Each piece has been carefully designed to ensure even heat distribution and optimum cooking performance.