

# INTRODUCING **SEARSMART**

Room for performance



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# AN INNOVATIVE FUSION

## Fusion Power

Fusion Pro combines two innovative technologies, an incredibly powerful surface treatment and a unique spacious shape.

## FEEL BETTER SearSmart™

We've added a granular texture layer to our signature ceramic nonstick coating to give it incredible searing power. The layer evenly distributes oil for crisp frying and even browning with nonstick ease.

## 40% MORE Full Efficiency Body

We redesigned the shape this pan with customer convenience in mind. This unique shape gives you 40% more cooking space compared to other frypans. That means more room for bigger batches and family meals, which makes it ideal for home chefs looking for a one-pan solution.

## HEALTHY Ceramic Nonstick Coating

As always, our nonstick coating is made of natural materials and manufactured without the use of PFAS, PFOA, lead, or cadmium. That's why our pans will never release toxic fumes, even when overheated. Click [here](#) to read more.







# SEARSMART

SearSmart fuses two innovative technologies— and a unique body shape that gives you have up to 40% more space for your meals and our cutting-edge SearSmart™ surface for full-flavor browning and searing.

## TECHNOLOGY

### Full Efficiency Design

This unique body shape maximizes your cooking surface to give you up to 40% more room for your meals.

### SearSmart™ Surface

A unique surface created by firing metal shot into the pan at a high velocity. The result is a cutting-edge texture that gives gives you full-flavor browning, excellent searing results, and an easy, natural release.

### Armored Body

A pre-treatment to the hard anodization process, Armored Body gives this collection maximum exterior strength and scratch resistance while also reinforcing the interior nonstick layer.



**STAY-COOL STAINLESS STEEL HANDLES**  
RIVETED FOR A STURDY GRIP



**DIAMOND-REINFORCED CERAMIC NONSTICK**  
METAL UTENSIL SAFE



**ARMORED BODY**  
EXTRA THICK HARD ANODIZED LAYER FOR EXCEPTIONAL DURABILITY AND SCRATCH RESISTANCE



**SEARSMART™ SURFACE**  
UNIQUE TEXTURE FOR FULL-FLAVOR BROWNING & EASY RELEASE

**ROOM FOR MORE**  
OPTIMIZED SHAPE WITH UP TO 40% MORE COOKING SURFACE



# SEARSMART

AVAILABLE JUNE 30 AT GREENPAN.US ▶



**8" FRYPAN**  
**\$49.99**



**10 PIECE SET**  
8" FRYPAN | 10" FRYPAN | 1.5QT SAUCEPAN |  
2QT SAUCEPAN | 5QT CASSEROLE | 3QT SAUTÉPAN  
**\$299.99**



**8" AND 10" FRYPAN SET**  
**\$79.99**



**2.5QT SAUCEPAN W/ LID**  
**\$69.99**



**12" SKILLET W/LID**  
**\$99.99**



**12" FRYPAN W/ LID**  
**\$79.99**

METAL UTENSIL SAFE | DISHWASHER SAFE | TEMPERED GLASS LIDS | OVEN + BROILER SAFE UP TO 600°F



# MEET THE DESIGNER

## JAN HOEKSTRA

### Chief Creative Officer at The Cookware Company

Jan Hoekstra's career started at the Design Academy Eindhoven, where he studied industrial design. He has partnered with multiple studios and companies working on product and packaging design, such as FLEX/design, Royal Van Kempen & Begeer, Unilever©, Droog© Design, and coached students at the Design Academy Eindhoven. In 2003 he co-founded Royal VKB, an international kitchenware brand that focuses on smart & safe consumer products.

Today, Jan functions as the Chief Officer and Architect at The Cookware Company, leading the product development and creative departments of some of the world's most innovative cookware brands such as GreenPan, GreenLife, Blue Diamond, BK and licensed brands such as OXO, KitchenAid and Smeg.

Throughout his award-winning career, Jan received numerous prestigious and international awards for his achievements such as: GoodDesign awards, Red Dot awards, DesignPlus awards, Dutch Design awards, GIO awards and many more.



reddot design award



# SKILLET FOCACCIA

## THE SECRET'S IN THE PAN

### Ingredients

4 cups type 00 flour | 1 ¼ cups lukewarm water |  
3 tbsp of olive oil + 1 tbsp extra | 1 tsp dry yeast |  
½ tsp sugar | ½ tsp rough crunched salt + extra to  
spread over the focaccia | one sprig of rosemary

### Instructions

In a large bowl, add the flour and make a hole  
in the middle to add the water. Also add 3  
tablespoons of oil, dry yeast, sugar and salt.

Knead everything for 2 minutes into an elastic  
dough. Let it rest in the bowl for 45 minutes under a  
clean, moist kitchen towel.

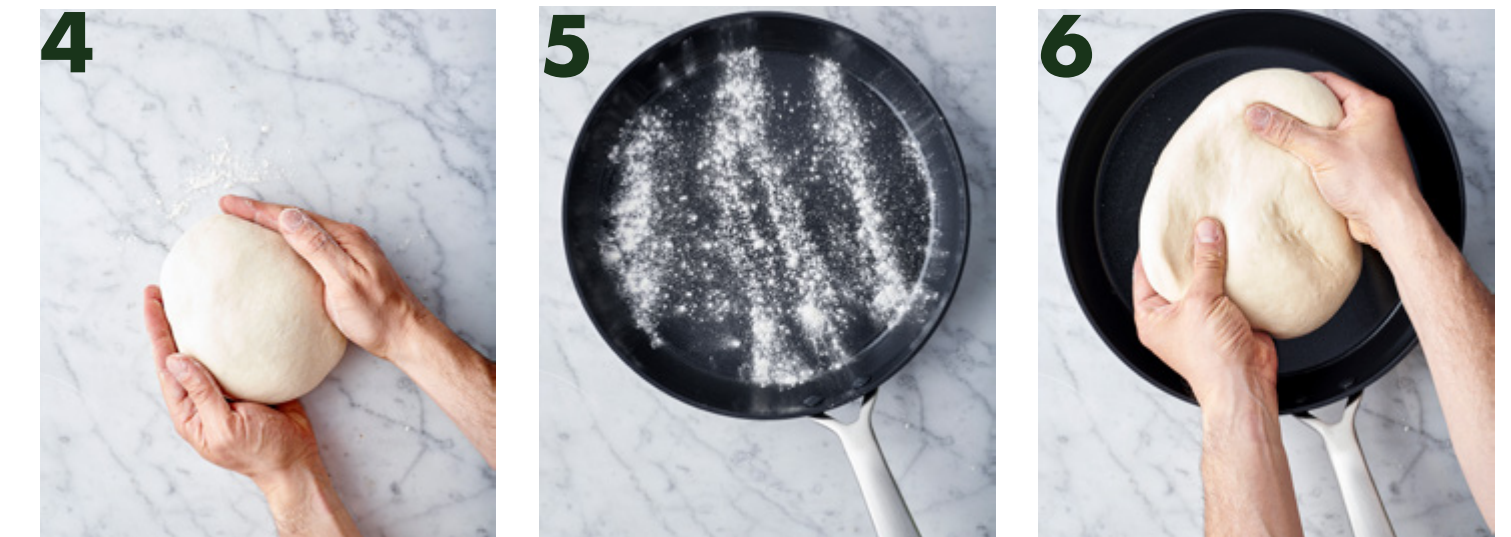


On a floured surface, knead again for 2 minutes  
and roll into a ball.



## HOW MUCH MORE ROOM IS 40%?

Enough room to bake this delicious  
focaccia in your frypan.



Sprinkle some flour on the surface of your 12"  
GreenPan SearSmart nonstick pan. Put the dough into  
your pan and carefully spread it out on the bottom  
until the pan is completely covered. Don't push too  
hard, you don't want to push out all the air. Dimple  
the surface of your dough with your fingertips.



Let it rest for 2 hours under a moist kitchen towel  
and finish with some olive oil, kosher salt and  
rosemary. Warm the oven up to 425°F. Let it bake  
for 20 minutes. Let rest for 10 minutes.





# GREENPAN

Everyone is mastering home cooking, so having the right tool for the job is more important than ever. We believe healthy cooking starts with healthy cookware, so we want to give people what they need to make every meal a little healthier.

Since inventing healthy ceramic nonstick cookware in 2007, we've dedicated ourselves to unique advances that make cooking better for everyone.

Unlike traditional nonstick cookware, our Thermolon coating is made of natural materials and manufactured without the use of PFAS, PFOA, lead, or cadmium. That's why our pans will never release toxic fumes, even when overheated.

**We're proud of the things we don't put in our pans**

**Learn more about GreenPan ►**

**HEALTHY  
CERAMIC NONSTICK**  
FREE OF PFAS, PFOA, LEAD & CADMIUM





# SEARSMART

Room for performance



**Razonia McClellan** - [razonia@razoniapr.com](mailto:razonia@razoniapr.com) - 432.352.7477  
**Sara Zapata** - [zapata@razoniapr.com](mailto:zapata@razoniapr.com) - 210.843.9885

**MORE IMAGES [CLICK HERE](#)**

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