

00 M

## Product Catalog 2015

Appy Call

## **About Us**

Happycall USA Corporation ("Happycall USA"), a subsidiary of Happycall Co., Ltd. headquartered in South Korea, established in the United States in the heart of Los Angeles, California since 2012. Our goal is to market the Happycall brand in North, Central, and South Americas through effective advertising and distribution of its products known for high quality in many countries such as Japan, Korea, Singapore, and Brazil.

We executed well devised strategies for our competitive Market. Happycall USA has streamlined its business model by establishing its own distribution in the United States. We are pleased to offer high quality products at a reasonable price to satisfy a diverse range of US customers. Happycall USA understands the importance of brand awareness and brand building and that is why we focus our efforts towards effective methods such as social marketing, offline distribution, and TV home shopping to increase brand awareness. Along the same lines, we continue to develop strong partnerships both onand offline to increase distribution. By being the link to our overseas manufacturing facilities, we are able to custom-tailor to customers' needs.

We are not done. Innovation never stops and neither does Happycall. Our team of experts are fully dedicated in gathering consumer insight, conducting market research, and developing new products. Listening to our customer is key to our success.

# Content

02	About Us
	Our Goal
04	Double Pan
	Authentic Original Frying Pan
08	Diamond Frying Pan
	Best Non Stick Frying Pan
12	Hard Anodized Ceramic Pot
	Premium Quality Ceramic Pots
16	IH Vacuum Pot
	Induction Ready Cookware
20	Direct Gas Fired Oven
	Portable Convection Oven
22	3-ply Stainless Steel Pot
	Clad Design Pots
24	Cookware Symbol
	Reference Guide for Cookware Symbol

**Bold Innovation** 25 Research & Development Global Reach



"We will not release a product into the market without proof that it will revolutionize the way people cook."

-Hyun Sam Lee, CEO and Founder





## **Double Pan**



The Happycall Double pan is Happycall's Flagship product. Flip food easy without a spatula while reducing smoke and odor from spreading in your kitchen. An FDA approved silicone packing seal prevents not only smell and smoke, but also from splattering. Tender & juicy food with the ORIGINAL Happycall Double Pan.



## **Double Pan**



11836488

Authentic Original Silicone Patent. FDA approved silicon seal prevents not only smell and smoke but also oil from splattering unto the stove top. Made by Dow Corning Corp.

Special Feature like the smart oil catch tray prevents moisture from dripping onto cook tops even when the upper pan.



## **Strong Magnetic Handles**

Easy and convenient to close magnet handle lock securely keeps double pan shut while cooking.

### **Special Silicone Gasket**

### **Convenient Function of Oil Tray**

## **Double Pan**



### Waffle double pan

SKU 3002-0046 Upper Pan 9.72x6.10x0.62" Lower Pan 9.72x6.10x0.62 Total Dim. 9.72x13.93x1.25"



Sandwich double pan

SKU 3002-0048 Upper Pan 10.47x6.41x0.78" Lower Pan 10.47x6.41x0.78" Total Dim. 10.47x14.56x1.57"



Tortilla double pan

SKU 3002-0027 Upper Pan 9.84x8.26x0.47" Lower Pan 9.84x8.26x0.55" Total Dim. 9.84x15.95x0.95"



Standard (IH) double pan

SKU 3002-0057 Upper Pan 10.82x9.05x0.98" Lower Pan 10.82x9.05x1.33" Total Dim. 10.82x16.92x2.28"



### Mini double pan

SKU 3002-0056 Upper Pan 9.05x7.48x0.82" Lower Pan 9.05x7.48x1.06" Total Dim. 9.05x15.35x1.85"



Standard double pan

SKU 3002-0035 Upper Pan 10.82x9.05x0.98" Lower Pan 10.82x9.05x1.33" Total Dim. 10.82x16.92x2.28"



Multi double pan

SKU 3002-0006 Upper Pan 10.82x9.05x0.98" Lower Pan 10.82x9.05x1.96" Total Dim. 10.82x16.92x2.91"



Jumbo grill double pan

SKU 3002-0014 Upper Pan 11.81x9.44x1.18" Lower Pan 11.81x9.44x1.85" Total Dim. 11.81x17.71x3"

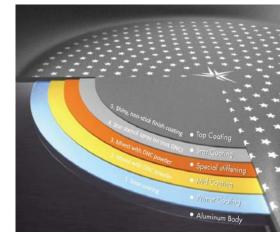




## **Diamond Frying Pan**







FORGED Aluminum body is perfect for even heat, and burn-free cooking. Lightweight yet extremely strong. Extra thick 6.5mm over 1/4" banding FORGED all the way around. We even put discrete detail in angling the banding for an easy, mess-free pour.





### **5-layer Diamond Nan-Stick Coating**

BEST Non-stick frying pan. 5 Layer of DNC diamond coating applied. Cook with less oil for a healthy lifestyle. With the Diamond Frying Pan, cleaning is easy. Spend more time to enjoying the food you cook.

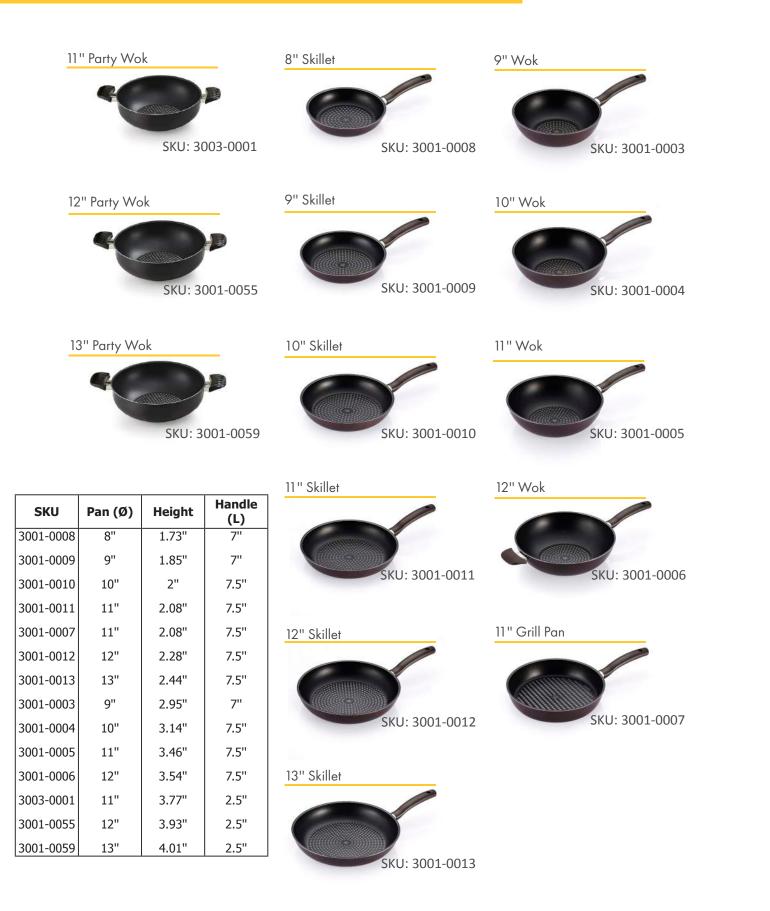
### **Special Banding Method**

### **Eco-Friendly Porcelain**

No exception, even the exterior gets special treatment. Triple layer porcelain, which makes cleaning easy. Along with the added benefits of scratch and stain resistance.

# **Diamond Frying Pan**

# **Diamond Frying Pan**





3

3pc Diamond 12" Fry Pan Set

SKU 3900-0054 1 12" Skillet 2 12'' Wok 3 12" Lid







## Hard Anodized Ceramic Pot

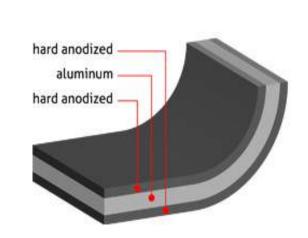


Hard Anodized Ceramic Pot After carefully machining cast aluminum, weight is kept to minimum while taking strength, durability, and finish to the next level through hard anodizing. Natural ceramic finish inside and out for easy cleaning maintenance. Includes a self-standing tempered glass lid, standard with a wide steam vent.

12



## **Hard Anodized Ceramic Pot**



Through an 8-phases process, the Hard Anodized coating provides high anti-corrosive properties and durability.



The high purity ceramic coating makes the product strong, scratch resistant, and most importantly, erosion proof. Ceramic is aloso hygienic because of its simple cleaning properties



### **High-tech Hard Anodized Special Method**

### **High Purity Ceramic Coating**

### Self-Standing Lid with Auto Steam Valve

The automatic steam control lid is equipped with a steam valve that prevents overflow. The handle includes a self-standing function, ergonomic features, and a modern design that adds sophiscation to any kitchen.

## Hard Anodized Ceramic Pot



SKU: 3003-0008 Inside Diameter: Ø 180 / 2Qt Overall: 205\*362\*H97 (w/o lid)



3Qt Sauce Pot

SKU: 3003-0011 Inside Diameter: Ø 200 / 3Qt Overall: 225\*300\*H103 (w/o lid)



3Qt Wide Sauce Pot

SKU: 3003-0015 Inside Diameter: Ø 240 / 3Qt Overall: 265\*339\*H80 (w/o lid)



4Qt Stock Pot

SKU: 3003-0019 Inside Diameter: Ø 240 / 4Qt Overall: 265\*339\*H121 (w/o lid)



SKU: 3003-0022 Inside Diameter: Ø 280 / 6Qt Overall: 305\*392\*H127 (w/o lid)



Hard Anodized Ceramic Pot Set A

SKU: 3900-2003 (2Qt, 3Qt, 8" Steamer, Potmate Pair)



Hard Anodized Ceramic Pot Set B

SKU: 3900-2004 (3Qt, 4Qt, 9" Steamer, Potmate Pair)



Hard Anodized Ceramic Pot 10pc Set

SKU: 3900-2045 (2Qt, 3Qt, 3Qt Wide, 4Qt, Potmate Pair)



Hard Anodized Ceramic Pot Big Set

SKU: 3900-2009 (2Qt, 3Qt, 3Qt wide, 4Qt, 6Qt, 11" Steamer, Potmate Pair)





## IH Vacuum Pot



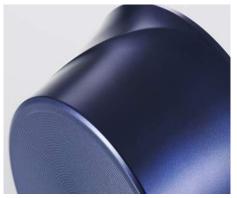
Unlike a regular pressure cooker, the IH Vacuum Pot can be easily opened and closed while cooking. Lock the lid on the pot after cooking. As food cools down, an airtight "vacuum state" is created. This sealed state helps food to continue cooking within its own moisture and remain fresh for a longer period of time.



## **IH Vacuum Pot**











### Vacuum Control Valve

A Special one touch silicone vacuum control valve can be operated with one hand and automatically controls steam to cook more conveniently. The Vacuum Pot creates an airtight space to more efficiently cook food with steam and enhance taste.

### Handle lock

Supplymentary locking system sliding to lock or unlock easily without a leak.

### **High-tech Hard Anodized Special Method**

The Hard Anodized method provides high anti-corrosive properties coupled with strong durability. It also applies high purity ceramic coating so it protects against scratches and abrasions. It is also easy to clean.

### Silicone Gasket Lid

The special silicone gasket makes the Vacuum Pot airtight allowing food to be stored without a leak and without losing flavor.

## **IH Vacuum Pot**



Dimension 213\*340\*H91

252\*380\*H213

294\*429\*H295

IH Vacuum Pot Set (Gold)



IH Vacuum Pot Set (Red) SKU: 3900-2046 SKU Dimension Item 3003-0055 3Qt Sauce Pot 213\*340\*H91 1 3003-0056 3Qt Wide Sauce Pot 252\*380\*H168 3 3003-0057 5Qt Stock Pot 252\*380\*H213 4 3003-0059 10Qt Stock Pot 294\*429\*H295 1 3 2





roasting.



Equipped with the ultimate diamond non-stick coating, the grill plate displays the best non-stick properties resulting in easy cooking and cleaning. It is also equipped with grain slots allowing unwanted fat to drain into the reservior below.

## **Turbo Safety Dome**

cooking.

## [Extra] Bake Tray

Great for casseroles, pastas, brownies, and cakes.

## **Direct Gas Fired Oven**



The Direct Gas Fired Oven helps you cook find thoroughly via an innovative convection system. Due to its scientific design, the stovetop oven reduces worries about splashing oil, smell and smoke. Tender & crispy food easiliy with the portable Direct Gas Fired Oven anywhere.









## **Direct Gas Fired Oven**

### **Glass Lid With Convection Heat Cycler**

Cooking with convection heat not only removes the need to turn food over, but also allows food to have a crispy outer texture, sealing in precious juices inside, grat for

### **5 Layer Non-Stick Diamond Griddle**

The turbo safety dome safely funnels heat from the flame below into the oven. Its second purpose is to shield the flame from grease splatter, allowing peach-of-mind when



## **3Ply Stainless Steel Pot**



The product is produced in the 3-ply structure of the clad method, with the combined merits of stainless steel and aluminum processed to both the bottom and side faces. Thanks to this structure, the pot can thoroughly and quickly cook food with the help of its triple thermal storage effect through thermal radiation.



## **3Ply Stainless Steel Pot**



2Qt Stainless Steel Pot

SKU: 3003-0042 Inside Diameter: Ø 160 / 2Qt Overall: 174\*342\*H83 (w/o lid)



3Qt Wide Stainless Steel Pot

SKU: 3003-0046 Inside Diameter: Ø 240 / 3Qt Overall: 254\*361\*H74 (w/o lid)



6Qt Stainless Steel Pot

SKU: 3003-0045 Inside Diameter: Ø 240 / 6Qt Overall: 254\*361\*H140 (w/o lid)



2Qt Wide Stainless Steel Pot

SKU: 3003-0043 Inside Diameter: Ø 200 / 2Qt Overall: 214\*308\*H83 (w/o lid)



3Qt Stainless Steel Pot

SKU: 3003-0044 Inside Diameter: Ø 200 / 3Qt Overall: 214\*308\*H104 (w/o lid)

## **Cookware Symbols**

### Maintenance



This symbol indicates that a product can be cleaned in the dishwasher.

### Source of Heat



Induction is very energy-efficient and fast. If you want to check if your cookware is induction-ready, simply hold a magnet to the base. If it sticks, you cookware is suited for induction.



Vitro ceramic cooktops use a radiant element to heat to ingredients in the pot.



The cookware can be used on a gas hob. Gas offers instant control over the heat, responding directly to settings of the gas stove.



The cookware can be used on a traditional electric hob.

### **Material**



This indicates a product with a non-stick layer that is free of PTFE and PFOA. In other words, it's a all-natural, non-toxic coating.



The layer of this cookware is non-stick, allowing you to use less (or even no) fat while cooking.

### **Features**



With this icon, you know that the tool can go into the oven.



The lid that comes with the cookware carrying this symbol is made from glass having the benefit that you don't have to lift the cover to see what's going on inside the pot.

## **Bold Innovation**

"We believe in innovation", founder and CEO Hyun Sam Lee. "We will not release a product into the market, without proof that it will revolutionize the way people cook." Mr. Lee Executed flawlessly in creating our first product, The Happycall Double Pan. Innovative dual pan construction, packed with original features. From the use of FDA approved silicon by Dow Corning Corporation to reduce oil splatter and smell, The Double Pan prioritizes thermal conductivity to save on energy and includes premium quality coating for easy cleaning, practicality, and safe use.

## **Research & Development**

Our top four engineers possesses 150 years of experience. We dare to use unconventional materials for cookware in order to achieve the highest quality. While incorporating advanced manufacturing processes to make durable long lasting cookware. Fine example is in our line of Hard Anodized Ceramic Pots, a corrosion free, coated with premium quality ceramic for lasting beauty.

## Globalization

Happycall Headquartered in Korea experienced rapid growth in the cookware industry since 1999. Our efforts have established presence in the United States, Canada, Brazil, Japan, Thailand, Indonesia, China, and over 40 different countries. We've acquired knowledge of different culinary cultures, while improving our own products to a whole new level of quality, innovation, and excellence.





"I strongly recommend using this company... The product is fantastic."

-Ms. Tombrello, AL (3/8/15)

"Product came very nicely packaged. Works like a pressure cooker. Love it!" (a review of Double Pan) -Ms. Schwartz, PA (3/30/15),

"Great, Great!! Safe, efficient, with the best possible results. Whatever you put inside you get the best results ever. Everything is evenly done, simple."

-Avraham (9/7/15)

"Great Product!! Exceed expectation. Cook eggs like sliding on the ice." (a review of Diamond Frying Pan) -Ms. Wen, CA (5/14/15),

Happycall USA Corp.

3700 Wilshire Blvd Ste 550, Los Angeles, CA 90010 www.happycallusa.com info@happycallusa.com (213)514-5680

