Pyrex Launches New Optimum Glass Collection

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PYREX LAUNCHES NEW OPTIMUM GLASS COLLECTION

Pyrex has had a long association with producing the highest quality glassware, and to mark the 2015 centenary celebrations the leading kitchen brand has launched the brand new Optimum glass collection.

The new collection comprises of eight products, including square, rectangular and oval roasters, and has been designed to reflect the modern kitchen and cooking trends. The dishes are notably deeper making them perfect for serving the family a hearty homemade meal.

Additionally the new longer handles are more ergonomic and offer peace of mind, as it is now easier to get a firm grip on the dishes when removing items from the oven, ensuring your culinary creations can be safely served from oven to table.

The optimum products are made from Pyrex's superior quality borosilicate glass and as such offers excellent thermal shock resistance, compared to less expensive soda lime glass. While thermal shock may not be a key consideration for the average home cook, safety is key in any kitchen and needs to be taken into account when it comes to glass bakeware.

The Optimum range is able to withstand temperatures as low as -40°C and as high as +300°C, it is also able to endure temperature variations of up to 230°C. This allows you to batch cook food in advance, freeze and reheat food confidently, so you can eat the meals you love, even if time is short.

Making it even more versatile, Pyrex's Optimum range is dishwasher safe and stain resistant, and will retain its characteristic shine for years to come.

The quality of the Pyrex products is also reflected in the 10 year guarantee offered across the entire heat resistant glass range, proving how confident the company is in the products longevity.

The Optimum range is available to buy from Morrisons and is priced from £10.99.

ABOUT PYREX

From humble beginnings in 1915, Pyrex has earned the trust of millions of cooks and bakers throughout the past 100 years. Having originally developed the now iconic borosilicate glass cookware items to solve common household problems, the experts at Pyrex have continually researched and responded to evolving cookery trends, changes in lifestyle and also the exploration of new cuisines, creating an extensive collection of kitchen essentials.

Today, more than 75% of British kitchens are home to a piece of Pyrex and there is now a vast choice of quality products in all materials and designs to cover every cookware and storage requirement. From the classic borosilicate glass food preparation collection and ceramic oven to tableware, to metal bakeware and measuring utensils to improve accuracy in the kitchen – each product has been researched and developed with consumer needs in mind ensuring that great times are always homemade for the next century and beyond.

For further information about Pyrex visit www.pyrexuk.com, follow Pyrex on Twitter @PyrexUKOffical, or 'like' the 'Pyrex UK (Official) Facebook page.

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