PYREX® WARE PLANS

A successful past and commitment to the future

I'm pleased to announce that Corning has made a strong commitment to the future of the PYREX ovenware business.

A commitment to stimulate growth in unique and dramatic ways. And a commitment to service your requirements according to the high standards you deserve and require.

Quite frankly, over the past twenty years or so our attention has been diverted away from PYREX ovenware. Our emphasis has been on developing new product lines and new markets - CORNING WARE® cookware, CORELLE® livingware and Range-toppers® cookware.

We almost forgot how it all got started. Back in 1915. With PYREX ware. In spite of our lack of emphasis, the line has prospered. It still remains the ovenware women know best. And prefer. It is number one among all bakeware brands; 93% of U.S. households own it, love it and trust it. We had to respond to their needs, and to yours.

And so we have invested over $13,000,000 to increase our ovenware production capacity by 30%. Now, not only can we provide all of your basic requirements for clear and tinted ware, but we can also embark on an aggressive program of useful and innovative new products and price promotions. This brochure provides the details.

PYREX ware has deserved better treatment from us, and it is getting it. And that's something you can count on.

PYREX® WARE RESEARCH

A proud history of consumer support

PYREX ware, the oldest and most respected brand of glass ovenware on the market, is also the most popular. Today, this heat-resistant glass bakeware is found in over 93% of all homes in the United States.

If you wonder why PYREX bakeware has been and is so successful, just ask the consumers who use the product on a daily basis. That's what Corning has done for 65 years.

Since 1915, when PYREX bakeware was first introduced, the consumer has maintained a strong voice in the product's evolution. A Corning home economist outlined a philosophy for the company to follow when she founded the company's test kitchen: "The most important thing to remember about consumer products is the consumer."

Consumers told us they wanted a pie plate that would make both upper and lower crusts brown and crisp. We responded. They told us they wanted a bread pan that would bake lighter, fluffier loaves of bread. We responded. They wanted liquid measures, mixing bowls, baking dishes in a variety of sizes and shapes . . . Corning continued to develop and produce clear glass products that met the needs of the times.

In the mid-70's in response to the natural-look trend in kitchen design, the consumer asked us for an attractive alternative to clear PYREX ovenware . . . and the result was tinted Fireside ovenware, later available with wicker and natural rattan serving pieces. PYREX ware was no longer just
PYREX® WARE PRODUCTS

Product styles to meet life-styles

BAKE·MIX·MEASURE·STORE·SERVE·GIFT

KITCHEN---------------DINING ROOM

We’ve diagrammed our successful product line.

PYREX® ware products have reached senior citizen status — they’re 65 years old. But PYREX® ware products, as a popular slogan states, are not getting older ... they’re getting better.

Through the years, homemakers have used PYREX® bakeware to measure, mix, bake and store food. They regard PYREX® ovenware as “a familiar friend.” And like a friend, Corning has kept in touch with consumers. We’re aware of the homemakers’ needs because they tell us. Through constant market research, we’re able to anticipate demographic trends and consumer demands. New life-styles mean new sizes, new shapes, new needs ... new products.

To meet the needs of today’s varied households, PYREX® ovenware products are both small and large — from 7-inch to 10-inch pie plates, 1-pint to 4-quart mixing bowls, 1½-quart to 4-quart baking dishes and so forth. We package special sets and maintain all basics on an open stock basis.

Historically, it’s true that PYREX® bakeware products have been generally used for food preparation, cooking, serving and storing, and not usually for entertaining or for gift-giving ... NOT ‘TIL NOW.

The New PYREX® ware line of bakeware products is moving PYREX® ware out of the kitchen, into the dining room and into the party scene. Wicker, rattan and metal accessories that complement current “natural” and “antique” trends transform basic PYREX® ovenware into PYREX® serving ware, party ware and gift-ware ... products with the versatility of today’s life-styles.

PYREX® ovenware may be 65 years old ... but it keeps looking younger and more versatile each year!
PYREX WARE PRODUCTS

Special Products . . . Product Specials

The Newest PYREX ware

The future of PYREX ovenware is clear (and Fireside-tinted, too)! Today, you'll be featuring and selling PYREX products designed for the kitchens, dining rooms and party tables of tomorrow. The New PYREX ware line contains products that your customers have already requested. These new items can add an incredible incremental boost to your PYREX ovenware sales.

Through market research and in-home testing, we're planning now for the future. We're looking ahead, to keep you ahead!

Price Specials

Price specials build sales; we all know how true that is, especially in these inflationary times. That's why you'll continue to see us offer more and more price specials and promotions.
Our message really gets across.

National Television

We're going to be telling the consumer about the exciting developments and innovative products that make up The New PYREX ware line with a national television campaign that will be shown from April 6 to May 5, 1981 - Daytime and prime time - All three major networks.

Print

Our trade print advertisement headline reads, "The biggest name in glass bakeware just spent $13 million on steel and brick." This bold statement reinforces Corning's commitment to the PYREX ovenware business ... a business that is 65 years old and getting younger and more exciting each year.

- Double-page spread ad
- 7 publications

THE BIGGEST NAME IN GLASS OVENWARE JUST SPENT $13 MILLION ON STEEL AND BRICK.
PYREX®WARE MERCHANDISING

Packaging and P.O.P.: The Point is Sales

Packaging

PYREX bakeware packaging is packed with punch to sell. Eye-catching four-color litho labels and inserts really "show off" the product and at the same time, provide consumers with valuable information — product characteristics, uses and warranty details.

We call the packaging "mood packaging" since it sets a tone and provides a coordinated-look for each product line . . . Fireside ovenware packaging is warm and cozy; PYREX Originals bakeware packaging is romantically nostalgic. Customers will notice them.

And the design of the packages makes them functional and versatile for you, too. PYREX ovenware packages are ideal for endcap or check-out displays, feature tables, island displays, "hot" tables . . . whatever your display requirements.

Point-of-Sale

Our point-of-sale materials will make points with your customers and sales for you. We've made and will continue to make point-of-sale materials that will help you create maximum impact and maximum sales. Because the point is sales.
PYREX® ware displays do all the selling

Show and sell ... that's the way PYREX products work in your store. From open-stock items to beautifully packaged sets, PYREX ware provides optimum display flexibility. Your displays will stop the shoppers and sell the ware.

Any way you display it, PYREX ware sells.
The New PYREX Ware

Why are we calling the oldest and most respected name in glass ovenware, "The New PYREX ware?" Because we've taken on a new focus.

- We've constructed a new glassmaking tank, increasing production capacity to keep you in-stock.
- We've developed new and unique products in both clear glass and tinted glass.
- We've strengthened our old PYREX ware "promise" into a new commitment...to provide you with:
  - The best possible service on the best available products
  - Attractive packaging
  - Functional point-of-purchase materials that offer unparalleled display and merchandising flexibility
  - A promise to back it all up with a top-notch advertising campaign.

You see... The New PYREX ware line really is... New.