360 COOKWARE

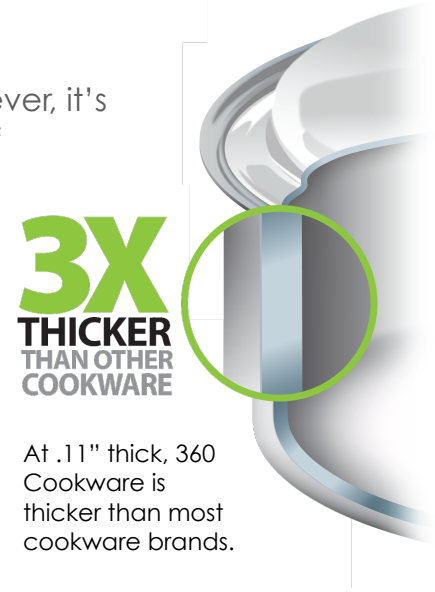
COOKWARE COMPARISON CHART

360 Cookware is truly an affordable option to healthier cooking. As you will see in the chart below, it has many of the same features and benefits touted by the more expensive cookware brands you will find at traditional dinner parties. In addition, we have included a few retail brands to give you an idea of how it competes with the well-known brands as well.

In the chart to the right you will find an explanation of the comparison terms used to evaluate each brand. We encourage you to do your own research as ultimately you know what's best for you and your family. This document is being offered to give you an idea of the characteristics of quality cookware so you can make the best possible buying decision.

	360 Cookware	Pampered Chef	Lifetime	SaladMaster	MadeIn Cookware	New Era	Royal Prestige	All Clad 3-Ply	Williams Sonoma
Stainless Steel (Claded or Multi-Ply)	●	●	●	●	●	●	●	●	●
Wall Thickness (Guage)	0.11	0.12	0.04	0.09	Not listed	0.09	0.12	0.09	
Oven-Friendly Handles over 350˚	●	●			●			●	●
Ergonomic Handles	●	●	●	●	●	●	●	●	●
Handcrafted in America	●		●	●	●	●		●	
US-Owned	●	●	●	●	●	●			●
Green Manufacturing	●								
Vapor® Cooking	●		●	●			●		
Lifetime Warranty	●	●				●	●	●	●
Customer Direct Online Purchasing	●	●			●			●	●

Stainless Steel (Cladded or Multi-Ply)
Stainless steel's ability to resist corrosion makes it the perfect surface for cooking. However, it's inability to conduct heat requires an aluminum or copper core. You will see this type of cookware referred to as being "cladded" or "multi-ply" referencing different layers of metals fused together to produce a core that conducts heat while the stainless steel exterior prevents leaching and increases durability. Using stainless steel without a core will result in hot spots on the cooking surface and foods will cook unevenly.



At .11" thick, 360 Cookware is thicker than most cookware brands.

Thickness (Gauge)
A greater thickness insures even heat distribution as well as rapid distribution. Experts have proven that although a copper core will transmit heat from the burner to your food faster, when it comes to even cooking and maintaining regular heating without hot spots around your pan, it's the thickness of your pan, not its material, that matters most. A thicker, cladded metal construction will do a much better job than a copper pan, which is usually thinner. To ensure proper heat distribution, you should look for cookware that is at least .10 thick from top to bottom.

Flat Bottom
All cookware should be flat on the bottom for heat conduction and smooth on the bottom to not cause scratching. Flat-bottomed pans are essential for smooth top, or glass ranges. Much older, used cookware and/or thinner cookware will show signs of no longer being flat. Non-flat pans may crack glass top ranges.

Oven-Friendly & Removable Handles
Stainless steel handles facilitate a smooth transition from stovetop to oven. For recipes that require both a stovetop and oven function, stainless steel handles offer freedom from checking oven temperatures to be sure the handles won't melt. (Most phenolic handles begin to melt at temperatures over 500 degrees fahrenheit.) Removable handles are a beneficial option as well.

Ergonomic Handles
Ergonomics in cookware typically focuses on the main interface point which, of course, is the handle. Anyone who has tried to lift a heavy, boiling sauce pan with one hand knows how precarious this task can be. An ergonomic design solves the problem by offering a handle developed with wrist motion in mind. When handles are shaped to give you a good grip that distributes weight throughout the hand, it takes pressure off one specific point in your wrist. This allows you to lift the cookware more safely and comfortably.

Made in USA
We could go on-and-on about the importance of reviving and supporting American manufacturing. Our core reasons for insuring that 360 Cookware remains made in America are simple - stimulate the economy, offer gainful employment, protect the environment (see Green Manufacturing) and help re-build communities through charitable giving.

Green Manufacturing
360 Cookware is manufactured by Americraft, West Bend, Wisconsin's newest and most updated cookware manufacturer. Having been built in 2004, the manufacturing facility was designed with the environment in mind. Floor to ceiling windows let light inside, no volatile organic compounds (VOC's), no necessary permits regulating manufacturing protocols, closed-loop internal air filtering, reverse osmosis to reduce water consumption and filter discharge, and, recognized by the EPA as a Green Power Partner due to using 100% wind-generated energy - an environmentally preferable renewable resource. The manufacturing process includes no harmful chemicals but instead uses a sanding process that produces a smoother finish which results in easier clean-up.

Waterless Cooking
Waterless cooking is a technique in which the natural moisture from food is retained within the cookware and used instead of unnecessary additives. Though this technology is almost a century old, the main channel for sales and distribution has been through a direct sales model. There's no question that this cookware is superior and allows families to prepare delicious, healthy meals. However, the price has been a bit restrictive. 360 Cookware was developed to introduce this cooking method to the masses and to make it more affordable.

Lifetime Warranty
Although many cookware brands state that they offer a lifetime warranty or guarantee, consumers should be mindful of what limitations are included - especially with coated cookware.