

# Product Catalog 2016/2017





# 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 on- and 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.



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## 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



### Special Silicone Gasket

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.



### Convenient Function of Oil Tray

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.

# 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"

# NEW Titanium Double Pan



## Titanium Coating

- Premium Class - Mainly used in high-tech industries in extreme environments such as aerospace, shipbuilding, and surgical instruments.
- Biological Compatibility - Commonly used within the body as artificial joints, dental implants, and prosthetics.
- Corrosion Resistant and High Durability

*"New HappyCall Titanium Double Pans upgrade the cooking and kitchen."*



Standard Titanium Double Pan

SKU 3002-0073  
Upper Pan 10.82x9.05x0.98"  
Lower Pan 10.82x9.05x1.33"  
Total Dim. 10.82x16.92x2.28"



Jumbo grill Titanium Double Pan

SKU 3002-0074  
Upper Pan 11.81x9.44x1.18"  
Lower Pan 11.81x9.44x1.85"  
Total Dim. 11.81x17.71x3"



# Titanium Frying Pan



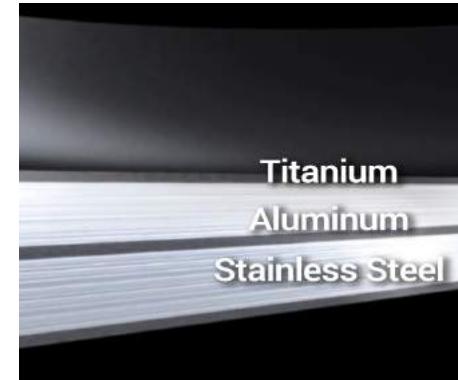
Brand new, premium Titanium Nonstick Coating provides enhanced durability and corrosion resistance while maintaining superior nonstick features. Rivet-less designed combined with glass-like silica exterior coating makes for easy cleaning. Compatible with all heat sources, including induction cooker (IH).



Non stick

PFOA FREE

# NEW Titanium Frying Pan



## Premium Titanium Non-stick Coating

Non-stick coating is the ideal cookware for fragile foods like eggs and fish while achieving excellent fond without burning food. Added benefits include easy cleaning and little to no oil use if preferred.



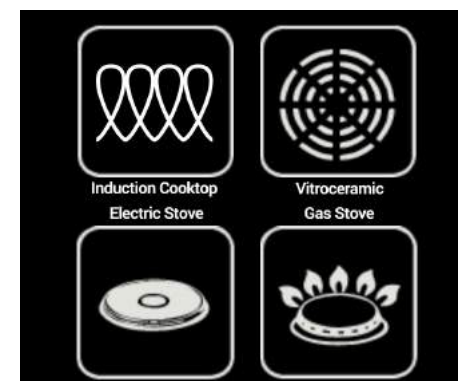
## Durable & Even Heat Distribution

Happycall utilizes Titanium nonstick coating over 2500-ton forged aluminum to maintain even heat distribution and serve as a smooth base for a longer-lasting coating.



## Sleek Silica Exterior

Painless maintenance is achieved with glass-like silica exterior coating using advanced technology from Ferro Corporation in Netherlands.



## Compatible With All Heat Sources

Compatible with all heat sources including induction cooker (IH), which provides more than 90% heat efficiency.



# NEW Titanium Frying Pan

8" Pan



SKU: 3001-0103

9" Pan



SKU: 3001-0104

10" Pan



SKU: 3001-0105

11" Pan



SKU: 3001-0072

12" Pan



SKU: 3001-0106

13" Pan



SKU: 3001-0107

9" Wok



SKU: 3001-0108

10" Wok



SKU: 3001-0109

11" Wok



SKU: 3001-0073

SKU	Pan (Ø)	Height	Handle (L)
3001-0103	8"	1.73"	7"
3001-0104	9"	1.85"	7"
3001-0105	10"	2.00"	7.5"
3001-0072	11"	2.05"	7.5"
3001-0106	12"	2.05"	7.5"
3001-0107	13"	2.13"	7.5"
3001-0108	9"	2.87"	7"
3001-0109	10"	3.11"	7"
3001-0073	11"	3.14"	7.5"
3001-0088	12"	3.39"	7.5"
3001-0074	11"	2.00"	7.5"

12" Wok



SKU: 3001-0088

11" Grill Pan



SKU: 3001-0074





# Diamond Frying Pan



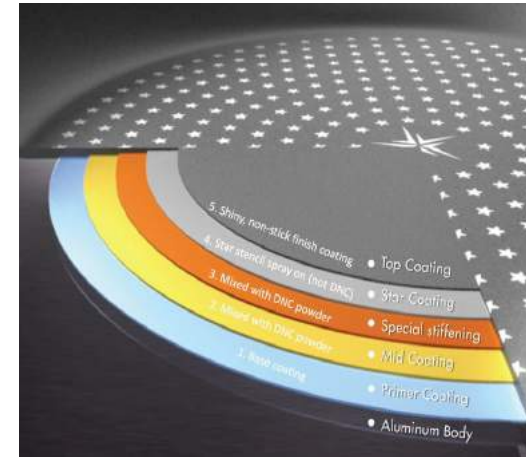
5 layers of DNC diamond coating make best non-stick frying pan. Cook with less oil. Sparkling clean with just few wipes with a paper towel. Made with forged aluminum so that heat is evenly distributed and coating lasts a longer time, the Diamond Frying Pan is designed to be lightweight, strong, and durable. The exterior is coated with porcelain, making cleaning a breeze.



# Diamond Frying Pan

## 5-layer Diamond Non-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

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.



## 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

8" Pan



SKU: 3001-0008

9" Wok



SKU: 3001-0003

11" Party Wok + Lid



SKU: 3900-0042

9" Pan



SKU: 3001-0009

10" Wok



SKU: 3001-0004

13" Party Wok + Lid



SKU: 3900-0048

10" Pan



SKU: 3001-0010

11" Wok



SKU: 3001-0005

11" Grill Pan



SKU: 3001-0007

11" Pan



SKU: 3001-0011

12" Wok



SKU: 3001-0006

12" Pan



SKU: 3001-0012

13" Pan



SKU: 3001-0013

SKU	Pan (Ø)	Height	Handle (L)
3001-0008	8"	1.73"	7"
3001-0009	9"	1.85"	7"
3001-0010	10"	2"	7.5"
3001-0011	11"	2.08"	7.5"
3001-0012	12"	2.28"	7.5"
3001-0013	13"	2.44"	7.5"
3001-0003	9"	2.95"	7"
3001-0004	10"	3.14"	7.5"
3001-0005	11"	3.46"	7.5"
3001-0006	12"	3.54"	7.5"
3900-0042	11"	3.77"	2.5"
3900-0048	13"	4.01"	2.5"
3001-0007	11"	2.08"	7.5"

# NEW Diamond Pot

## New Release! 2-in-1 Pot + Frying Pan!

### 2Qt Diamond Nonstick Pot (Saucepan)



SKU: 3900-0069  
 Inside Diameter: Ø 7 / 2Qt  
 Overall: 7.6\*14.4\*H3.5 (w/o lid)

### 3Qt Diamond Nonstick Pot (Sauce Pot)



SKU: 3900-0077  
 Inside Diameter: Ø 8 / 3Qt  
 Overall: 8.4\*13.2\*H4.1 (w/o lid)

### 5Qt Diamond Nonstick Pot (Stock Pot)



SKU: 3900-0066  
 Inside Diameter: Ø 9.5 / 5Qt  
 Overall: 10.0\*15.1\*H4.7 (w/o lid)



# Diamond Frying Pan Set



3pc 11" Diamond Pan&Wok Set

SKU 3900-0019

- 1 11" Pan
- 2 11" Wok
- 3 11" Lid



3pc 12" Diamond Pan&Wok Set

SKU 3900-0054

- 1 12" Pan
- 2 12" Wok
- 3 12" Lid



6pc Diamond Cookware Set

SKU 3900-0107

- 1 11" Pan
- 2 11" Wok
- 3 11" Party Wok
- 4 11" Lid
- 5 1.5Qt Saucepan



7pc Everyday Cookware Set

SKU 3900-0116

- 1 11" Pan
- 2 11" Wok
- 3 11" Lid
- 4 2Qt Saucepan
- 5 5Qt Stock Pot



SKU: 3900-0019  
11" Pan & Wok With Overflow-free Self-standing Lid



# Hard Anodized Ceramic Pot



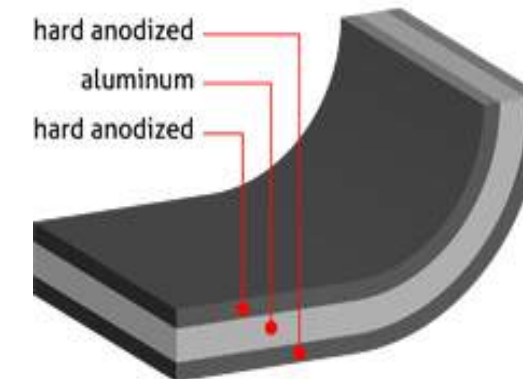
HappyCall Hard Anodized Ceramic Pot adopts aerospace technology known as Alumite or Hard-Anodizing to create corrosion-resistance. It is applied to die-cast aluminum to retain aluminum's light-weight properties yet rigid structure. Natural ceramic finish inside and out for easy cleaning maintenance. Includes a self-standing tempered glass lid, standard with a wide steam vent.



# Hard Anodized Ceramic Pot

## High-tech Hard Anodized Special Method

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



## High Purity Ceramic Coating

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



## 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 sophistication to any kitchen.





# Hard Anodized Ceramic Pot



2Qt Sauce Pot

SKU: 3003-0008  
 Inside Diameter: Ø 7 / 2Qt  
 Overall: 8.1\*14.3\*H3.8 (w/o lid)



3Qt Sauce Pot

SKU: 3003-0011  
 Inside Diameter: Ø 8 / 3Qt  
 Overall: 8.6\*11.8\*H4.1 (w/o lid)



3Qt Wide Sauce Pot

SKU: 3003-0015  
 Inside Diameter: Ø 9.5 / 3Qt  
 Overall: 10.4\*13.3\*H3.1 (w/o lid)



4Qt Stock Pot

SKU: 3003-0019  
 Inside Diameter: Ø 9.5 / 4Qt  
 Overall: 10.4\*13.3\*H4.8 (w/o lid)



6Qt Stock Pot

SKU: 3003-0022  
 Inside Diameter: Ø 11 / 6Qt  
 Overall: 12.0\*15.4\*H5.0 (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 Glassview

## IH Vacuum Pot Glassview



The world's first Vacuum Pot Glassview cooks faster and locks in flavor and nutrients by cooking with naturally produced steam. Food is preserved fresher and longer inside the airtight pot by utilizing the innovative automatic vacuum function. Visibility through the self-standing, tempered glass lid, easily opened anytime during cooking. Fast heat conductive die-cast aluminum body. Hard Anodized for non-corrosive and non-reactive features. Sophisticated, European design. Compatible with all heat sources including gas, electric, ceramic, and induction.



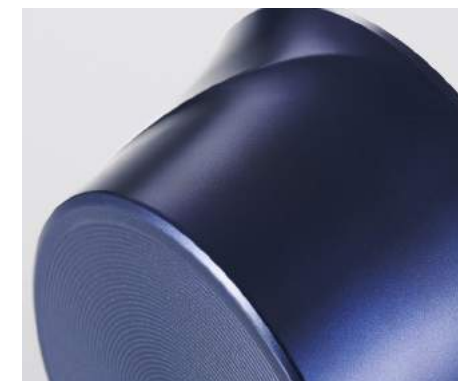
### Vacuum Control Valve

The Vacuum Control Valve automatically controls steam and allows food to cook with naturally produced steam for a more nutritious and concentrated dish. After cooking, operate with one hand to release airtight space.



### Safety Handle locks

Supplementary locking system for safe transport and for vacuum function.



### Hard Anodized and Ceramic Coating

Hard Anodizing provides anti-corrosive and non-reactive properties while strengthening durability and maintaining lightweight and high thermal conductivity.

It also applies high purity ceramic coating so it protects against scratches and abrasions. It is also easy to clean.



### Self-Standing Tempered Glass Lid

Transparent tempered glass lid, easily opened during cooking. Special silicone retains moisture while cooking and maintains freshness in airtight space after cooking.



# IH Vacuum Pot Glassview

IH Vacuum Pot Glassview Set (Blue)

SKU: 3900-2122



	SKU	Item	Dimension
1	3003-0067	3Qt Sauce Pot	8.6*13.4*H7.7
2	3003-0068	3Qt Wide Sauce Pot	10.2*15.0*H6.8
3	3003-0069	5Qt Stock Pot	11.2*15.0*H8.5
4	3003-0070	10Qt Stock Pot	11.6*16.9*H10.7

IH Vacuum Pot Glass View Set (Brown)

SKU: 3900-2123



	SKU	Item	Dimension
1	3003-0072	3Qt Sauce Pot	8.6*13.4*H7.7
2	3003-0073	3Qt Wide Sauce Pot	10.2*15.0*H6.8
3	3003-0074	5Qt Stock Pot	11.2*15.0*H8.5
4	3003-0075	10Qt Stock Pot	11.6*16.9*H10.7





# Direct Gas Fired Oven



The Direct Gas Fired Oven helps you cook food 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 easily with the portable Direct Gas Fired Oven anywhere. (14inch, H5.7")



# 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, great for roasting.

## 5 Layer Non-Stick Diamond Griddle



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 reservoir below.

## Turbo Safety Dome



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 peace-of-mind when cooking.

## [Extra] Bake Tray



Great for casseroles, pastas, brownies, and cakes.



# 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



**1.5Qt Stainless Steel Pot**

SKU: 3003-0042  
 Inside Diameter:  $\varnothing$  6.3 / 1.5Qt  
 Overall: 6.9\*13.5\*H3.3 (w/o lid)



**2Qt Stainless Steel Pot**

SKU: 3003-0043  
 Inside Diameter:  $\varnothing$  7 / 2Qt  
 Overall: 8.4\*12.1\*H3.3 (w/o lid)



**3Qt Wide Stainless Steel Pot**

SKU: 3003-0046  
 Inside Diameter:  $\varnothing$  9.5 / 3Qt  
 Overall: 10.0\*14.2\*H2.9 (w/o lid)



**3Qt Stainless Steel Pot**

SKU: 3003-0044  
 Inside Diameter:  $\varnothing$  8 / 3Qt  
 Overall: 8.4\*12.1\*H4.1 (w/o lid)



**6Qt Stainless Steel Pot**

SKU: 3003-0045  
 Inside Diameter:  $\varnothing$  9.5 / 6Qt  
 Overall: 10.0\*14.2\*H5.5 (w/o lid)



# Cookware Symbols

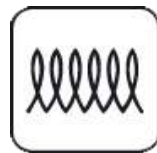


## Maintenance



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.



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



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



The cookware can be used on a traditional electric hob.

## Material



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



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.



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.

## 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.



# HAPPYCALL

***"Beautiful and very colorful sets of pots. Love***

***Happycall products"*** (Amazon review of Hard Anodized Ceramic Pot)

-CocoChanel (9/24/16)

***"Very good product !! Came out rather well, I should say. The magnetic lid helps in steaming while grilling at the same time. Therefore, the food cooks really fast"*** (Amazon review of Double Pan)

-Usha (8/16/16),

***"It's very easy to clean. Nothing sticks to it. It cooks evenly. Price was quite reasonable, almost half of the cost of some other quality brands and I think the Happycall diamond pan is just as good a product."***

(a review of Diamond Frying Pan)

-Betty (8/14/16),

***"what an amazing tool to have in the kitchen. the steak i cooked in this pan was great tasting. love it. recommend it to everyone."*** (Amazon review of Double Pan)

-Paulo (5/25/16),

## **Happycall USA Corp.**

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