

G.E.T. HEISS™ COOKWARE

**The Look & Performance of Enameled Cast Iron,
but at a Fraction of the Weight and Cost!**



LIGHTER WEIGHT = EASIER SALE

Present customers with a new and unique product solution to the market that is relevant to their operational needs and makes their jobs easier.

LOWER PRICE = WIDER REACH

Expand your customer reach by offering a budget-friendly price point that is 1/2 to 1/3 LESS than enameled cast iron!



OPERATIONAL RELEVANCE = TRUST

Become your customers trusted consultant and go-to foodservice source by offering unique product solutions that solve their pain points and enhance their operational efficiency.



**Contact your G.E.T. sales representative today
for more information and order inquiries.**



TRANSFORMING *Your* TABLETOP

AVAILABLE COLORS *for* ALL ITEMS



OVAL DUTCH OVEN

CA-009-R/BK | CA-009-GR/BK | CA-009-CB/BK
3.5 qt. (3.75 qt. rim-full), 10.25" x 7.88" Induction Ready
Oval Dutch Oven w/ Lid, 3.5" deep, 1 Set

CA-007-R/BK | CA-007-GR/BK | CA-007-CB/BK
6.5 qt. (7 qt. rim-full), 12.13" x 9.88" Induction Ready
Oval Dutch Oven w/ Lid, 4.25" deep, 1 Set



ROUND DUTCH OVEN

CA-011-R/BK | CA-011-GR/BK | CA-011-CB/BK
2.5 qt. (2.8 qt. rim-full), 7.88" Induction Ready
Round Dutch Oven w/ Lid, 3.5" deep, 1 Set

CA-012-R/BK | CA-012-GR/BK | CA-012-CB/BK
4.5 qt. (5 qt. rim-full), 9.5" Induction Ready
Round Dutch Oven w/ Lid, 4.25" deep, 1 Set

CA-006-R/BK | CA-006-GR/BK | CA-006-CB/BK
6.5 qt. (7 qt. rim-full), 11" Induction Ready
Round Dutch Oven w/ Lid, 4.5" deep, 1 Set



ROUND BRAISER / PAELLA

CA-005-R/BK | CA-005-GR/BK | CA-005-CB/BK
3 qt. (3.5 qt. rim-full), 10.25" Induction Ready
Round Braiser / Paella w/ Lid, 2.88" deep, 1 Set

CA-008-R/BK | CA-008-GR/BK | CA-008-CB/BK
4.5 qt. (5 qt. rim-full), 12.63" Induction Ready
Round Braiser / Paella w/ Lid, 2.88" deep



RECTANGULAR ROASTER

CA-010-R/BK | CA-010-GR/BK | CA-010-CB/BK
5 qt. (5.25 qt. rim-full), 12.88" x 10.88" Induction Ready
Rectangular Roaster w/ Lid, 2.76" deep, 1 Set



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REF CODE: FLYER-HEISS-DLR

G.E.T. FAST FACTS: HEISS™ COOKWARE

Target Audience

Segments

- » Hospitality
- » Catering
- » Restaurant Dining
- » College & University
- » Business & Industry
- » Healthcare / Senior Living
- » Stadiums / Suites
- » Cruise Lines

Who is the Ideal Heiss™ User?

- » Chefs who cook in large, back-of-house commercial kitchens and then move food to front-of-house guest-facing areas.
EXAMPLE: upscale buffets and family style dining restaurants
- » Chefs who operate within mobile kitchens and cook on-site.
EXAMPLE: catered events without full-service kitchen access with a need for easy maneuverability and rapid heating for quicker cooking and service.
- » Chefs working in open kitchens or self-service style dining.
EXAMPLE: modern restaurant concepts that put an emphasis on guest-facing kitchen and prep area décor.

Applications

- » Catering service
- » Mobile cooking stations
- » Hot buffet stations
- » Family style dining
- » Open kitchen concepts
- » Cafeteria style service
- » Employee dining
- » Daily BOH cookware

What Drives Customer Purchasing Decisions?

CUSTOMER PAIN POINTS

- » **Unmanageable Weight**
Enameled cast iron offers attractive presentations, but is too heavy to maneuver at the stove and during service.
- » **High Cost**
Enameled cast iron is desired for appearance and performance, but isn't realistic for most budgets.
- » **Slow Heating / Cooking**
Enameled cast iron takes longer to heat up and cook compared to traditional cookware materials.
- » **Durability of Coating**
In commercial operations, enamel coating is prone to chipping from drops, stacking, and thermal shock, leading to unsafe and unusable cookware.

HEISS™ SOLUTION

- » **Lighter Weight**
Heiss™ is 1/2 the weight of enameled cast iron, making for extremely easy maneuverability and service.
- » **Budget-Friendly**
Heiss™ offers a similar look and performance, and the cost of 2-3 pieces of Heiss™ equals 1 enameled cast iron piece.
- » **Faster Heating**
Heiss™ cast aluminum offers faster heating and more even heating for quicker cooking and improved ticket times.
- » **Commercial Durability**
Heiss™ is designed to perform in, and endure the rigors of commercial foodservice operations.



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HEISS™ CAST ALUMINUM VS ENAMELED CAST IRON

<p>+</p> <p>Lightweight: easy to move with one hand</p>	<p>LBS</p> <p>WEIGHT</p>	<p>-</p> <p>Heavyweight: difficult to transport with ease</p>
<p>+</p> <p>Commercial dishwasher safe</p>	<p>DISHWASHER SAFE</p>	<p>-</p> <p>Can degrade coating and rust if chipped</p>
<p>+</p> <p>500°F (260°C)</p>	<p>TEMP. RANGE</p>	<p>+</p> <p>500°F (260°C)</p>
<p>+</p> <p>Induction, oven, electric, and open-flame</p>	<p>HEAT SOURCES</p>	<p>+</p> <p>Induction, oven, electric, and open-flame</p>
<p>+</p> <p>Designed for daily commercial use</p>	<p>DURABILITY</p>	<p>-</p> <p>Coating is prone to chipping and cracking</p>
<p>+</p> <p>\$\$</p>	<p>PRICE</p>	<p>-</p> <p>\$\$\$\$\$</p>

Frequently Asked Questions

- » **How does Heiss™ offer faster heating and cooking?**
Heiss™ is crafted from cast aluminum, which is one of the best heat-conducting cookware materials. Heiss™ also includes an induction base that acts as a heat diffuser to evenly distribute heat during cooking, reducing scorching and hot spots.
- » **What is the maximum temperature for Heiss™?**
Just like enameled cast iron, Heiss™ has a maximum temperature of 500°F.
- » **What type of coating is used on Heiss™?**
Heiss™ has an FDA-approved, ceramic-based coating applied to its interior. The smooth coating's ceramic properties help to reduce sticking and burning, while the black color helps conceal any possible staining.
- » **What types of utensils can I use with Heiss™?**
Due to its durable ceramic coating, all utensil types can be safely used with Heiss™, including metal.

- » **What are the nodules on the Heiss™ lids?**
These nodules act as a self-basting system. They are specially designed and uniformly arranged to evenly recycle drops of condensation back down onto food, helping to preserve moisture.
- » **Why does Heiss™ have a light-to-dark coloring?**
The gradient color on the exterior is specially designed to help conceal any discoloration that can occur when using Heiss™ with open flames.
- » **Can Heiss™ be stacked during storage?**
Because Heiss™ is lighter in weight it can safely be stacked 4-5 at a time, unlike enameled cast iron. To avoid possible scratching, use interior protection, such as cloth or paper.

Care & Use

- » Heiss™ is safe for hi-temp and low-temp commercial dishwashers. To avoid scratching, make sure to separate Heiss™ products in dish racks so that they are not touching.
- » To prevent scratching, it is recommended to avoid using metallic scouring pads or abrasive cleaners on the cooking surface. Soft abrasive pads or brushes can be used to remove residues.
- » When placed on any heat source Heiss™ will begin heating almost instantly. Heating Heiss™ while empty can cause scorching and burning. Add water or oil before heating.
- » Heiss™ is completely crafted from cast aluminum so always use thick cloth or oven mitts to move heated Heiss™ products and when removing lids.
- » Heiss™ should not be heated while empty. Add water or oil before heating.
- » When on stove tops, use burner nearest in size to the diameter of the product for optimal heating.



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