



  
**FINEX**<sup>®</sup>  
CAST IRON COOKWARE CO.

# Company Introduction

# FINEX Cast Iron Cookware

Our story began with the search to find healthier cooking alternatives. We wanted to find a pan that wouldn't leave toxic residue in our food. Our journey led us to cast iron cookware, which had been trusted in kitchens for centuries. We shortly became obsessed with the design, quality and craftsmanship of antique cast iron cookware. We took that appeal and decided we would stop at nothing to bring that back to kitchens today and make sure it was made in the USA. Not only did we want to recreate the same high quality of vintage cast iron, we wanted to take it to the next level and reinvent it.

Starting in 2012, we formed a small group of perfectionists from Portland, dedicated to crafting heirloom quality cookware. Our work is inspired by the hardworking history of American cast iron and grounded in our belief that cooking should be genuine and honest, offering you the experience you value and to share with others. It is these simple ideals that guide us as we reinvent cast iron cookware with modern design to enhance the life of every cook.

# What is FINEX



FINEX is a small team of perfectionists in Portland, OR, dedicated to making America's finest cast iron cookware. Our work is inspired by vintage American heirloom cookware but designed for today.



GEAR LAB

## The New Iron Age

Even a kitchen staple like the cast-iron pan can be improved upon. We had Los Angeles-based chef Jeff Mahin test five new standouts. by **JESSE WILL**

RATED (1 to 10)



### Staub 12" Cast-Iron Fry Pan

French outfit Staub started making enameled cast-iron cookware in the mid-'70s and has since become the standard-bearer. "This pan is a great representation of how well Staub does its job," says Mahin. Its enamel interior provided a perfect sear on steak and gave a round of homemade English muffins an even toast (lesser pans create hot spots). The only quail about

**9** this classic: "It could use a longer handle, by an inch or two," says the chef. **\$180; wilzians-sonoma.com**



### Finex Cast-Iron Skillet

Portland, Oregon panmaker Finex has been in business for only a few years, but its 12-inch skillet cooks like it's been in heavy rotation for decades. That's a good thing: Mahin reports that the pre-polished pan and flax-oil seasoning make even eggs and pancakes fall off easily. He detected no hot spots and says the pan beats pizza stones for giving the pies an even char. "It's pricey but will outlast and outperform any kitchen gadget you can find," says Mahin. **\$270 with lid; finexusa.com**

**"FINEX has been in business for only a few years, but its 12" Skillet cooks like it's been in heavy rotation for decades."**

**– Men's Journal**

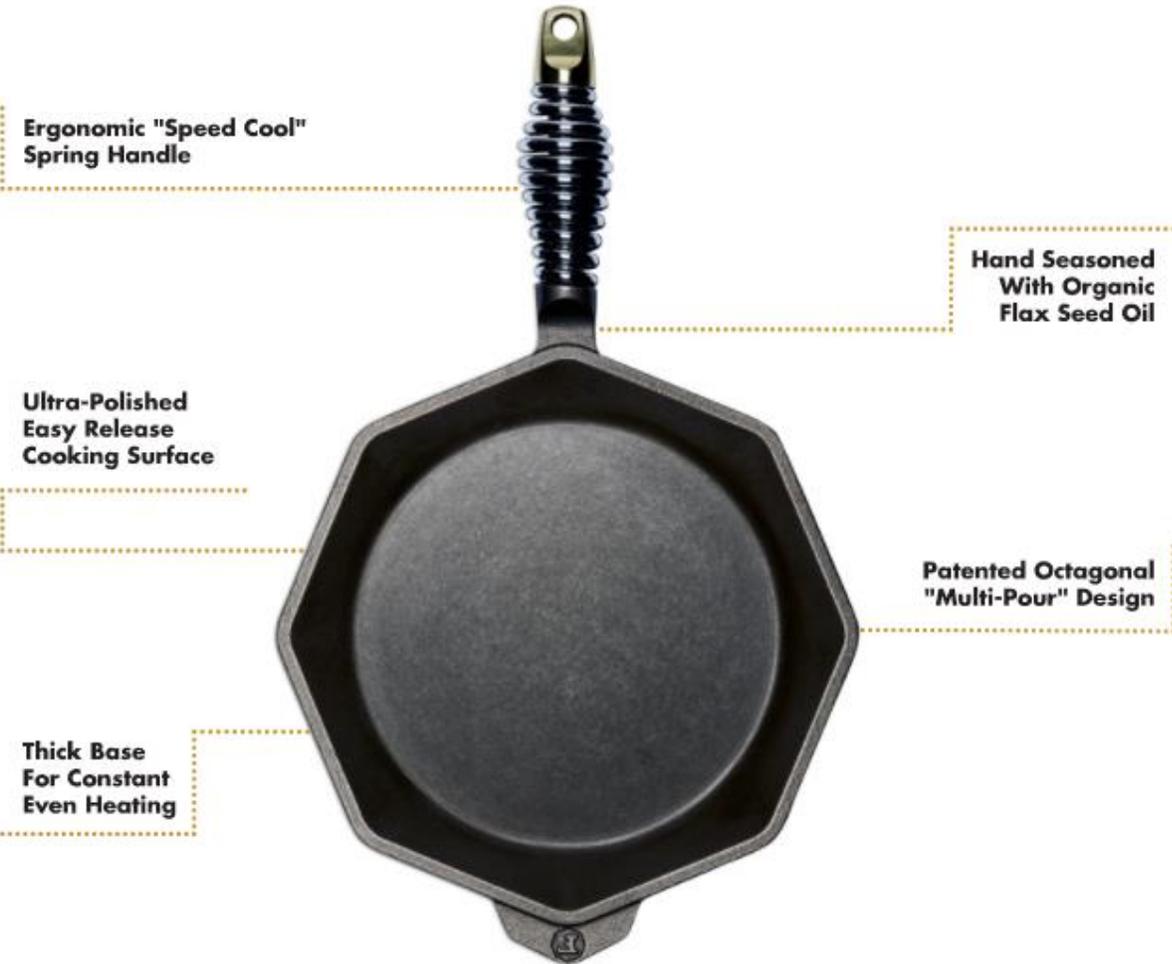
# America's Finest Cast Iron Cookware

Attention to Detail

Premium Heirloom Quality

Lifetime Guarantee

Made to Outdo



# FINEX Family of Products



FINEX 8", 10", 12" Cast Iron Skillet  
*10"/12" Available w/Lids*

FINEX 15", 10", 12" Cast Iron Grill Pan



FINEX 1 Qt. Cast Iron Sauce Pot, 5 Qt. Cast Iron Dutch Oven, 8" Cherry Wood Trivet

# FINEX Skillets



## FINEX Cast Iron Skillets

*SL12-10001 - 12" Skillet w/Lid - MSRP \$275.00*

*S12-10001 - 12" Skillet - MSRP \$195.00*

*SL10-10001 - 10" Skillet w/Lid - MSRP \$225.00*

*S10-10001 - 10" Skillet - MSRP \$175.00*

*S8-10001 - 8" Skillet - MSRP \$125.00*

The FINEX Cast Iron Skillet was inspired by a time when a polished cast iron skillet was at the heart of every American kitchen but designed to meet the expectations of today's cooks. Like the best antique skillets, it has a polished ultra-smooth cooking surface for minimal sticking and easy cleaning. Unlike your grandparent's skillet the distinctive geometric shape is pour friendly and the stainless-steel spring handle cools down quickly.

# FINEX Grill Pans



## FINEX Cast Iron Grill Pans

*G12-10002 - 12" Double Handle Grill Pan - MSRP \$245.00*

*G10-10001 - 10" Grill Pan (Grillet) - MSRP \$175.00*

*G15-10001 - 15" Lean Grill Pan - MSRP \$100.00*



FINEX grill pans make us happier than a dry-aged steak. Our grill pans get hotter than some Texas counties and are almost as wide. If you are serious about grilling our pans provide professional BBQ results on any heat source. Rich foods drain easily and don't fry with the help of our wide, extra-deep grill ribs patterned after commercial BBQ grates.

# FINEX Dutch Oven / Sauce Pot



## **FINEX Cast Iron 5 Qt. Dutch Oven**

*DL5-10001 – 5 Qt. Dutch Oven*  
*MSRP \$300.00*

Like all FINEX cookware, the new 5 Qt. Dutch Oven can be used on any heat source, from open fire and grills to gas, electric or induction ovens. The 5 Qt. Dutch Oven is pre-seasoned with organic flaxseed oil for a smooth, durable finish that is stick and rust resistant, and like any premium, traditionally-seasoned cast iron, is continuously re-seasoned with each meal.



## **FINEX Cast Iron 1 Qt. Sauce Pot**

*SP1Q-10001 - 1qt Sauce Pot*  
*MSRP \$125.00*

Your grilling deserves better than a cold marinade. Stable and tip resistant each Sauce Pot is made by hand from premium American cast iron, polished stainless steel and brass and then double hand seasoned with organic flax seed oil for a lifetime of use. Around here this pot has already proven its worth heating countless soups, side dishes and makes the best S'mores dip we've ever dipped. A FINEX 1 Qt. Sauce Pot is handier than a handle on a knife.

# FINEX Selling Points

## Top Selling Points for FINEX

All FINEX products are hand made in the USA with American cast iron. The two main factors that set FINEX apart from other cookware, is our unique cooking design and beautiful handles. There are a number of talking points that relate to all FINEX pieces of the cookware.

## Top 10 reasons people purchase FINEX Cast Iron Cookware:

1. Made in the USA (Portland, OR)
2. Pre-Seasoned in Organic Flax Seed Oil
3. Stainless-Steel Speed Cooling Handle
4. Modern Heirloom w/Functional Design
5. Multiple Pouring Angles for Ease of Use
6. Machined & Ultra Polished Cooking Surface
7. Heavy Gage Design for Best Heat Retention in the Market
8. Manufactured by 12 Hands over 12 Hours
9. FINEX Outlooks & Outcooks the Competition
10. Good Forever Guarantee

