

AMERICAN WATERLESS COOKWARE

The Seven Layer Difference

By using advanced metal-working techniques and a 7-ply design on all sides, New Era has layered pure aluminum and the finest surgical stainless steel available to create cookware that is unequalled in efficiency and durability.

1. 19-9 Surgical Steel with Titanium:

Durable, beautiful, easy to clean, chemically non-reactive

2. 1145 Pure Aluminum:

Distributes heat evenly

3. 3004 Aluminum:

Optimum heat conductor, spread heat quickly and evenly

4. 1145 Pure Aluminum:

Distributes heat evenly

5. 19-9 Surgical Steel with Titanium:

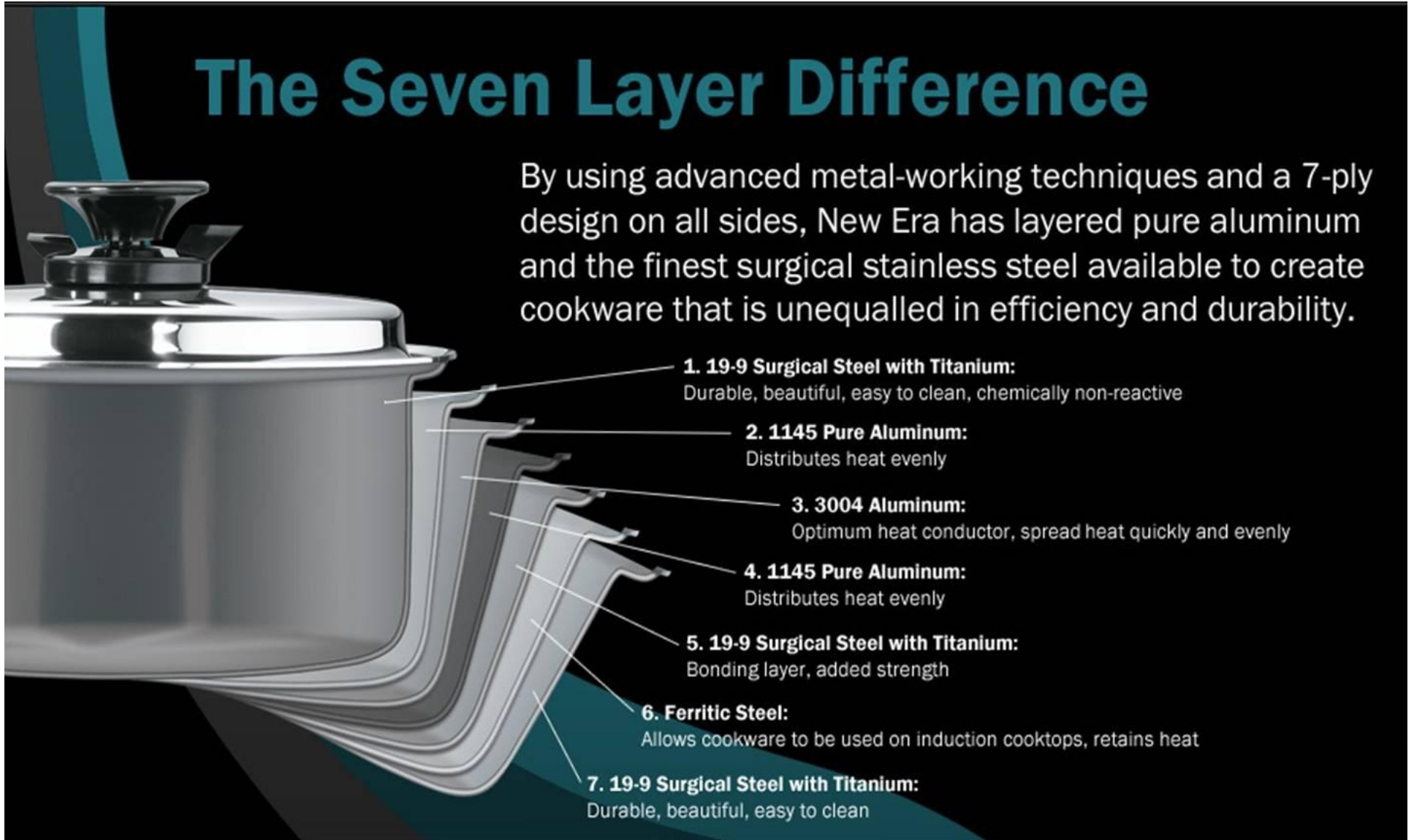
Bonding layer, added strength

6. Ferritic Steel:

Allows cookware to be used on induction cooktops, retains heat

7. 19-9 Surgical Steel with Titanium:

Durable, beautiful, easy to clean



Lock-In Lid Storage

Easy-store covers are perfect for any kitchen and every lifestyle. Cookware easily stacks in the cabinet in an organized way. Plus, the self-nesting design uses a minimal amount of space. You'll never search for a cover again!



Moisture Seal

Engineered moisture seal locks in flavor, nutrients, and aroma.

- Helps prevent dry, tasteless food.
- Improve nutritional value of your meals. Cooks faster using less heat.



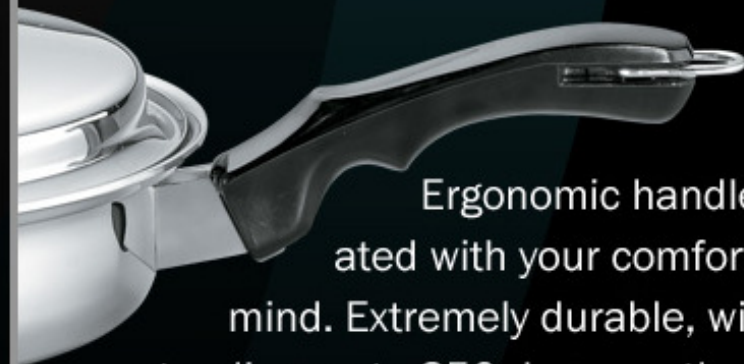
Vita-Seal 3

3-in-1: Whistle, Lock, Vent

- The whistle indicates that your food has reached the proper cooking temperature.
- The vent setting allows you to release vapor without whistling.
- Choose the lock setting to lock in moisture, nutrients, and flavor.



Cool Grip Handles



Ergonomic handles created with your comfort in mind. Extremely durable, withstanding up to 350 degrees, the Cool Grip design eliminates the need for pot holders. The slide-out ring allows for easy hanging storage.

Vacumatic 7-ply Waterless Cookware



Vacumatic 7-Ply Surgical Steel with Titanium Cooking Utensils

Low energy cookware. Pays for itself in a few years by using over 75% less energy than conventional cookware

A new concept in food preparation made by one of the world's most respected manufacturers of stainless steel cooking utensils

Serving people with quality since 1874

Fully guaranteed for 50 years

Proudly made in America

"It's like eating raw vegetables but without the crunch"

Why buy fresh vegetables then boil, steam or microwave them?

Only cooking Vacuumatically retains all the natural vitamins.



How is this possible?

Other methods of cooking, such as steaming, boiling or Microwaving all bring the foods to 212 Fahrenheit, which is the temperature where the vitamins, minerals and nutritional goodness break down. When cooking in a vacuum vapor the temperature does not exceed 165 Fahrenheit therefore retaining 98% of all the natural vitamins, minerals, colour and taste. Water boils at a lower temperature when there is less pressure.

Without features such as the vapor seal, Vac-control valve, heat conducting inner cores that extends up the side of your cookware, you cannot cook the proper Waterless way in a vacuum vapor. This heat conducting inner core also offers energy savings, up to 70%, virtually paying for the cookware over time.

Vacumatic cookware seals itself to maintain these liquids during the vacuum heating process. The vapour then cascades down from the center of the pot lids over your foods bathing them in their own juices. By cooking with Vacumatic the delicate water-soluble **vitamins are preserved, as are the minerals**, which help naturally flavour foods, as a result you'll find there is little need to add salt at the dinner table.

Vacumatic Waterless Cookware is recommended by leading health authorities!

70% of all prosperity diseases; such as high blood pressure and heart disease, even dental problems can be attributed to an improper and inadequate diet.

In recent years our awareness of what constitutes good health has changed significantly. We exercise more. We have changed our diets, eating more chicken and fish than red meat, yet with all our efforts to live healthier lives we still cook like our grandparents. We use too much fat to cook in and we destroy the very vitamins, nutrients and proteins our bodies need to live long productive lives.

We know the secrets of maintaining a healthy diet and we invite you to share our knowledge. We have in fact, made it our mission to promote good health all across the country.

With the turn of the new millennium, it is with a sense of pride that we tell you that we have made a commitment to continue to lead our country in advancing the trend of good health.

In a society, which is complicated and stressful, the culinary art represents an important form of communication, which helps to relax and bind us to our families.

The ***Vacumatic*** cooking system allows you to spend less time preparing meals and in doing so enjoy more time with your family. The cooking time is drastically reduced and allows you to maintain more of the basic nutritional resources produced by nature. The American Waterless Cookware ***Vacumatic*** cooking system makes all of this possible.

Therefore, with ***Vacumatic*** cooking systems you will have a healthier and more balanced diet, gain vitality and enjoy life better.

Vacumatic cooking systems make cooking with virtually no water possible. The natural flavour of each vegetable, its aroma, colour and consistency remain optimally preserved with our waterless method of cooking.

All foods naturally contain water. A sufficient amount of water, in fact, is already contained in most produce to cook vegetables by using the ***Vacumatic*** cooking system. ***Vacumatic*** cookware seals itself to maintain these liquids during the vacuum heating process. The vapour then cascades down from the centre of the pot lids over your foods bathing them in their own juices. By cooking with ***Vacumatic*** the delicate water-soluble vitamins are preserved, as are the minerals, which help naturally flavour foods, as a result you'll find there is little need to add salt at the dinner table. You can even cook a variety of vegetables in the same container. Each will maintain its own flavour, aroma and colour. How? We have previously discussed that the ***Vacumatic*** cooking system seals itself during cooking. Oxygen is required for a transfer of odour. A ***Vacumatic*** cooking utensil is a sealed unit so no transfer occurs.

If a potato is cooked in water, the vitamin C content is reduced by 60 to 80%. Cooking with ***Vacumatic*** proves it doesn't have to be that way.

You can avoid fat!

Too much fat is bad for our health. Research studies link its excess to the acceleration of various types of cancer growth, heart disease and most obviously obesity. Fat affects the quality of our lives. The answer is to use less fat, but simply taking the butter off of our bread is not enough. With the American waterless Cookware ***Vacumatic*** cooking systems you can completely give up the use of fat in broiling, without losing any of the flavour. When broiling with ***Vacumatic*** the searing process allows the pores in meat close immediately allowing the meat to stew in its own juices. Your meats will taste better, staying tender and juicy inside yet get deliciously crisp outside. You'll also discover there is also less shrinkage: 8% by broiling with ***Vacumatic***, versus **30%**.

The result? Less calories and more flavour with ***Vacumatic***. And thanks to superior technology you can also save energy while eating delicious, healthy food.

Quality lies in every detail!

10 reasons why the American Waterless Cookware is the best cookware in the world.

1. **The *Vacumatic* cooking method** - Cooking without water and broiling without fat allows you to optimally preserve all the important vitamins and nutrients such as minerals and trace elements.
2. **The *Vacumatic* cooking system** - The variety of pots offered can be combined to expand a single heating element to cook an entire Meal.
3. **The material** - All *Vacumatic* cookware is made from the highest grade surgical quality steel with titanium. A material which is practically indestructible, corrosion resistant, neutral to odours and flavours and prevents the transfer of metal from the cookware to your food.
4. **Our heavy gauge construction** - The unique nature of our cookware centres on the ability of the utensil to retain heat. This special feature guarantees every *Vacumatic* cookware owner energy savings, up to 70%, virtually paying for the cookware over a time period of a few years.
5. **Saving time and money** - You will save money because you will use less energy to cook your meals and because the cooking time is reduced. With *Vacumatic* you will have more time to spend enjoying those savings with your family.
6. **Cleanliness and Hygiene** - *Vacumatic* cookware features drip-free rims, it is dishwasher safe and even burned on foods clean up easily with soap and water.
7. **Space** - *Vacumatic* cookware is designed to fit and stack one on top of the other, taking up less space.
8. **Exclusive design** - Fashioned in North America, where beautiful designs have been a matter of every day living, *Vacumatic* has a timeless appeal and is unmatched in its perfection.
9. **Customer service** - Buying *Vacumatic* cookware is done through friendly, specially trained representatives whose personal contact assures your complete satisfaction. Even after your purchase our representatives are always available to offer advice and answer any questions you might have.
10. **Fifty Year Lifetime warranty** – American Waterless Cookware assures each buyer of products free from manufacturers defects. In the event of failure to provide satisfactory service due to fault in materials or fabrication, American Waterless Cookware will repair or provide replacement for any of its *Vacumatic* products for as long as you own them, period.

Vacumatic makes a worthy investment.

The material

Every **Vacumatic** pot is made of the precious metal CrNi 19/9 surgical stainless steel with titanium. Since this material comes in direct contact with food while it is cooking you are assured that all the positive attributes of this alloy are ultimately benefiting your health. The mirror finish results in a hardwearing surface which is easy to clean and hygienic.

The construction

The 7-ply heat-conducting core picks up the lowest setting of energy extremely quickly. Heat conduction is uniform over the entire bottom and sides of the pot and it also conserves that heat perfectly.

In **Vacumatic** cookware the internal temperatures never reach the boiling point. During the cooking process the body of the pot consisting of a special heavy gauge heat-conducting core, which is the same thickness along the bottom and up the sides, allows for hot humid air to rise and make contact with the upper sides and lids of the pot where the temperature is much cooler. A vacuum vapour occurs at this point, bathing foods in their own nutrient laden moisture. Three layers of 304 surgical steel with titanium. Three layers of heat conducting inner cores and a layer of Ferretic steel so that the cookware works with Induction and Magnetic ranges.

Whistle while you work

The whistle valve on the lids will notify you when the correct temperatures have been reached and to turn the heat off. The **Vacumatic** cookware lid is designed and constructed to fit perfectly. A special condensation groove takes the hot humid air and forms a thin film of water between the pot and lid to assure that the container maintains an airtight seal during the vacuum cooking process. Precious nutrients cannot escape, no evaporation occurs and no unpleasant kitchen odours!

Whistle valve control

The ***Vacumatic*** cooking system includes details that other manufacturers never consider. Take for example your ability to regulate the cooking process without lifting the lid with our Tri-whistle valve. Our new whistle valve allows you to regulate the cooking process with an acoustic signal allowing for the optimal application of our unique cooking system. Three settings: Steam, whistle and lock.

The handles

The construction of our handles allows for a more solid hold. Since the handles do not heat up, the units can be carried without potholders. They are replaceable, interchangeable, dishwasher safe, oven proof and warranted for 50 years.

The rim

All ***Vacumatic*** cookware rims are designed to prevent dripping when pouring liquids.

The design

Exclusive, timeless beauty and perfect function are the prime principles for the development of all ***Vacumatic*** products.

***Vacumatic* means cooking with the system**

The apex of the ***Vacumatic*** cooking system: function. Similar to the principle of construction parts, our pots and lids can be used as you decide maximising your use of the ***Vacumatic*** system. As the heat transfers evenly up the sides, the whole meal can be made on one burner resulting in energy saved and more space on the stove.

With *Vacumatic* cooking systems your savings really add up!

1. Energy and time savings

Studies show that the average four-member household spends \$35.00 a month on energy used for cooking. With *Vacumatic* you can save 2/3's of that bill or \$23.00!

2. Savings in cooking oil

With *Vacumatic* you won't need oil for cooking or broiling anymore, savings up to 80%! Assuming your family uses one litre a month that's a savings of \$2.50.

3. Savings in food

A household of four spends approximately \$120.00 a month on meat, fish and poultry. Gastronomes need 5 ounces of meat to be able to provide 3.5 ounces serving. With the *Vacumatic* cooking system you only need to buy 3.8 ounces to serve 3.5 ounces. That's a 22% difference in shrinkage and a 25% savings or another \$30.00 a month for your family to enjoy.

4. Saving in utensils

Vacumatic has a 50-year warranty! You will never need to purchase new cookware again, otherwise over ten years let's assume you would spend \$1.50 a month.

5. Save time and save it in many ways

First, when you cook. With *Vacumatic* your cooking time is cut by 50% over conventional methods. Second, cleaning up. There are now fewer dishes and you cook and serve in the same dishes. And lastly, you will save on dishwashing liquid, (we won't bother with figures.) With an average of 20 days per month that you cook, and a half hour of time saved on each of those days even at an hourly wage of \$9.00 that's another \$90.00 a month you saved.

Savings

1. Electricity	23.50
2. Cooking oil	2.50
3. Food savings	30.00
4. Savings in utensils	1.50
5. Time savings	<u>90.00</u>
Monthly savings	\$ 147.00
Yearly savings	\$ 1,764.00
Savings through 10 years	\$ 17,640.00
Price of an average <i>Vacumatic</i> set	\$ 1,500.00

The In-your-own home advantage!

American Waterless Cookware products are now available via the internet. We are here to answer any questions you have in person over the phone. Among the reasons for this: it takes time to introduce you to a completely new dimension in cooking. Thought needs to go into an investment of this size and we are here to answer your questions in person and we have more info about Waterless Cooking on our web site than anywhere in the world. In a regular department store no one could make such an effort. The high number of satisfied American Waterless Cookware customers proves that our efforts are worthwhile. Over five million satisfied customers own *Vacumatic* cookware and we do not have one single complaint.

***Vacumatic* means shopping without regret.**

We insist on customer satisfaction. Get to know about the nutritious, physiological and economical benefits with a personalized toll free phone call.

For a healthy beautiful life!

The human being is our main concern. The well being of the family, especially the right nutrition and hence an improvement of health, vitality and quality of life - these are the goals of American Waterless Cookware.

American Waterless Cookware means the best possible warranty.

This philosophy is the most important principle of our success - internationally as well.

American Waterless Cookware stands behind every one of our products.

With *Vacumatic* you have a 50-year warranty! More than 4 decades of know-how development and years of research have made it possible to offer what only a few manufacturers are able to. American Waterless Cookware offers a unique product that will delight you for whole lifetime.

We guarantee this!

CALL TODAY AT 1-877-523-7800