

Hackman Outdoor – taking the joy of cooking outdoors

Hackman takes the joy of cooking outdoors in its new Outdoor range. Created by Pentagon Design, the range is especially designed for preparing, transporting and serving food when cooking outdoors. These new products will be in the shops in April.



The new Hackman Outdoor range takes cooking out of the kitchen to the garden, patio, balcony, or barbecue. And of course there's nothing to stop you using it indoors in the kitchen all year round.

The Outdoor range has nine different components. These include a large steel fish slice, large and small tongs or servers, steel skewers and large and small plastic storage containers which can also be used as serving dishes. The range is topped off by plastic marinade bottles and a pan with a lid. The lid also functions as a tray.

Design and functionality bring together all the products in the Outdoor range. Hard-anodised aluminium and the strong colours of the plastic marinade bottles and containers create a bold and dynamic look.

"Outdoor is especially designed to make cooking outdoors easier. Every product in the range is dimensioned to be compatible with the others, making transport, storage and serving simple," says Hackman Product Manager **Laura Heiniö**.

"Cooking outdoors is becoming increasingly popular," she continues. *"However, according to feedback from consumers, the downside is carrying all the food and the plates outside and back in again afterwards. Making cooking outdoors easier was the starting point in designing the Outdoor concept."*

The Outdoor range was designed by **Pentagon Design's Arni Aromaa** and **Sauli Suomela**. Their simple, streamlined style is familiar from previous Hackman products. The design also draws on ideas from professional chef **Aki Wahlman** and consumers themselves.

Taking good taste outdoors

"The Finnish summer is so short that people here are keen to make the most of it. We want to make every aspect of the experience of cooking outdoors enjoyable. People especially needed things to run smoothly when moving between the indoor kitchen and the garden. We took this whole experience as the basis for our design," say designers Arni Aromaa and Sauli Suomela.

"In designing the range, we focused on functionality, combined with clear and simple shapes," they continue. *"We also added soft lines for a friendly look. We found the right material for each product in terms of functionality, creating solid equipment which is easy, natural and versatile to use."*

Pentagon Design is a design agency specialising in product design which has won recognition in Finland and abroad. The agency is also behind Hackman's Hard Face Pro frying pan range, its Touch spice mills, the Match cookware range, the new Hard Face and Matador cookware ranges and the Flirt cutlery range.



Cooking, serving and storing

The large and small steel tongs in the Outdoor range are solid and chunky, for cooking with confidence. With their long handles, cooking on a hot barbecue isn't a problem. As well as working as a barbecue tongs, they also make excellent salad servers, or could even be used for serving bread or buns.

The plastic containers with lids are great for preparing, storing and serving food. Their rounded corners mean they can even be used as mixing bowls. The rounded shape also makes for better hygiene – marinade and other food doesn't get stuck in the corners. The soft plastic seal under the lids keeps flavours and smells inside the container.

The large pan with its lid is ideal for cooking and serving food and keeps it warm too. Hard-anodised aluminium is very hard wearing. Even the sides of the pan conduct heat efficiently. The pan is easy to use and non-stick, thanks to the Ceratec^o coating on the inside. The outside is uncoated, so it can also be used on the barbecue, while the pan lid can also be used as a tray.

Innovative marinade bottle

Consumers have told us that they find using marinade difficult and messy. Outdoor's new marinade bottle with its flat and flexible spout brings multi-functionality to outdoor cuisine. The marinade can be mixed in the bottle by bending the flexible spout over to seal it. The new spout makes it easy to marinate ingredients without spillages. The soft plastic means the marinade bottles can also be used as pipettes.

With their sharp points, the Outdoor skewers pierce the food without splitting it. Their angled shape keeps all the ingredients in place on the skewer with no risk of them spinning around.

The Outdoor range is brought together by a trolley which ensures a smooth transition from indoors to outdoors and back again. The trolley



also acts as an additional surface or worktop when cooking outside. The folding lid means the products can be stored inside the trolley. The trolley is protected by a separate hood.



The Outdoor range will be available from 1.4.2009, components and recommended prices as follows:

Skewers, x 4	EUR 20.00
Marinade bottle, orange and black	EUR 16.00
Large tongs/servers, 38 cm	EUR 26.00
Small tongs/servers, 28 cm	EUR 22.00
Fish slice, 42 cm	EUR 14.00
Large container with lid, 2.9 l, 30 x 17 cm, orange or black	EUR 30.00
Small container with lid, 1.3 l, 17 x 15 cm, orange or black	EUR 22.00
Pan, 9.5 l, 32 x 36 cm, hard-anodised aluminium, Ceratec ^o coating	EUR 150.00
Tray/pan lid, hard-anodised aluminium, 38 x 34 cm	EUR 30.00
Trolley + hood	EUR 800.00

Pictures:

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Pictures can also be downloaded from:

<http://digtator.dmp.fi/public/6f8a37a31ea029d544a7318d1285e7e6/>

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