



Innovative Round Silicone Cake Pan Introduced By DSB Products

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Keller, TX based company DSB Products is happy to announce the success of an innovative new product released in the Happy Cook Kitchen Essentials product line. The baking pan was introduced in the final quarter of 2015 and it immediately became an Amazon Hot New Release in round cake pans. Since its original release, it has received numerous positive reviews. The product is available through <http://www.amazon.com/Nonstick-Happy-Cook>.

The new product is a nine inch diameter round baking pan made of silicone instead of metal like a typical round baking pan. Silicone has physical properties that are very different from metal. Silicone is a very pliable and flexible material and has a look and feel that is similar to rubber. However; silicone is not rubber but is a material derived from a pure and fine grain sand which is transformed through heat and additive processes, then colored and molded into many functional shapes. This material is very versatile for many purposes and meets the safety regulations of the FDA for food contact. Silicone, with the ability to handle temperatures up to and beyond 450 degrees and down to -40 degrees Fahrenheit, is well suited to baking and freezing.

Silicone baking products have been available for years but have only recently began gaining recognition and popularity in American kitchens. Silicone pans will flex and bend, allowing the pan to be peeled away from the goods that were baked in them. Another property of the silicone material is that the surface is inherently non-stick without requiring another material such as Teflon to be applied to the surface. Therefore, silicon is growing in popularity and appeal as a great choice for kitchen items that need to be non-stick.

Other innovative features of Happy Cook's Round Baking Pan include an oversized rim around the top edge of the pan to improve handling and stability. The pan is also 1 and 3/4 inches deep to provide extra volume compared to a standard pan. The pan is manufactured in a vivid purple color, which is also unlike the traditional metal round pan.

Founder of DSB Products, D.S. Barnett, says: "We're so happy that our latest product was so positively received. To immediately achieve a hot new release status on Amazon is a true testament to how well the new pan is being received, and how much trust our customers have in our product line. We're looking forward to 2016, as we intend to release a few more exciting products over the next year."

The Happy Cook brand is a kitchen product line developed by DSB Products. This new pan adds to the original kitchen product, which was a silicone cupcake and muffin pan. This original product was introduced to the market in the second quarter of 2015 and turned out to be incredibly successful, continuing to be a popular item on the selling platform. The Happy Cook product line now includes six kitchen products with more scheduled to be introduced in 2016. All products will be available on the Amazon marketplace.

As can be seen on <http://www.amazon.com/review/kitchen>, the silicone cake pan is already proving to be very popular and has garnered many 5 star reviews. Deanna M. said, "I absolutely love this pan. My metal ones look terrible and seem to rust far too easily. I have found that with this pan just a little light oil spray and my cake looks perfect and comes out so easily? if I put the metal cake pans I currently own in the dishwasher it almost ruins them. This one looks like new when it comes out.?"

More details about the 9 inch round cake pan as well as the full range of products in the Happy Cook product line can be seen on <http://www.amazon.com/Happy-Cook/brand>.

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For more information about DSB Products, contact the company here: DSB Products D.S. Barnett 817 431-5559 support@dsbproducts.com Keller, Texas 76248

DSB Products

DSB Products brings innovative, premium quality merchandise to your home, kitchen, patio, and garden to simplify life and enhance a quality lifestyle with exciting and affordable new products.

Website: <http://dsbproducts.com>

Email: support@dsbproducts.com

Phone: 817 431-5559



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