

Love of PA

Homegrown Pots and Pans

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Frequently featured on television cooking shows and coveted by award-winning chefs coast-to-coast and beyond, All-Clad pots and pans have attained a certain level of stardom, not to mention financial success in a fickle industry.

However, despite all its fame and fortune, the company has held onto its hometown roots in Southwestern Pennsylvania and still occupies the same unassuming corner of Canonsburg as it has since the cookware company was founded by John Ulam in 1973. All-Clad also deserves recognition for being the only US-based cookware company to produce a complete product line from American-mined metals in its own rolling mill, utilizing the skills of local craftsmen.

THE ALL-CLAD STORY

The process of bonding or cladding metals together for mass production was invented by John Ulam, an accomplished metallurgist, during the years 1947 to 1953. As the holder of approximately 75 US patents specifically related to bonded metals, he facilitated the US Mint's conversion from solid silver coins to the now-familiar bonded layered metals. In 1967, Ulam patented a system of bonding steel and aluminum which allows heat to spread evenly through a pan and partnered with Alcoa to create Clad Metals, Inc. in 1968 as he applied cladding technology to the production of superior quality cookware. Clad Metals is still located at the Canonsburg site and crafts metals for a variety of industries in addition to All-Clad's cookware, including aerospace, automotive, chemical and cryogenic, just to name a few.

Originally designed for professional use, All-Clad's first collection, Master-Chef, was launched in 1974 and quickly garnered a small but loyal following. In response to that warm reception, the company introduced Cop•R•Chef, which features an exterior of burnished copper to produce unparalleled excellence in even heat distribution. As All-Clad's word-of-mouth reputation grew, the LTD collection was presented in 1981 and quickly became one of the company's top sellers, effectively putting All-Clad on the map as premier cookware. However, it wasn't until steel magnate Sam Michaels purchased the company in 1988 and introduced the cookware to New York chefs that All-Clad became a household name among foodies throughout the country.

The Stainless collection was introduced in 1990 to become the most popular high-end cookware on the market. Capitalizing on its apparent success, All-Clad executives set out to "make this the BMW of cookware" by focusing on the company's distinctive badge plates and reputation as "America's first luxury cookware," according to Melissa Palmer, Director of Brand Communications. An ad campaign that targeted readers of the nation's most popular food magazines was launched in 1993, and the throng of customers who flocked to All-Clad's bi-annual seconds sales grew in tandem with its nationwide popularity, attracting devoted fans from near and far.



A close-up of the All-Clad logo embossed on a metal surface. The logo consists of a stylized wave-like symbol above the words "All-Clad" in a bold, sans-serif font. The metal surface is highly reflective, showing highlights and shadows that emphasize the texture of the embossed metal.