



PRIVATE LABEL CATALOG

Crafting Excellence For Over 100 Years

West Bend Company™ is rooted in the heart of the Midwest—West Bend, Wisconsin—where our legacy of bold innovation and quality craftsmanship has been shaping kitchens for over a century. More than a contract manufacturer, we are the trusted partner for companies looking to design, produce, and grow their cookware lines with world-class excellence.

Drawing on generations of expertise, we deliver precision-engineered cookware that embodies American ingenuity and upholds our commitment to American quality, jobs, and values. From concept to creation, we guide every step of the process, blending timeless craftsmanship with forward-thinking innovation to meet the evolving needs of kitchens around the world.

You want high-quality cookware with your name on it, without the cost of custom tooling or high-volume commitments. At West Bend Company, we make it easy to launch a cookware line using our proven, U.S.-made products in the most popular sizes and styles consumers and brands are looking for. With West Bend Company, launching your brand is simple, fast, and cost-effective.





Ready-to-Brand Cookware Solutions

Choose from our most in-demand cookware shapes for private label—already designed, tested, and production-ready. With access to our existing dies and proven styles, you can launch quickly without the added cost of custom tooling. Tailor each piece to your brand with optional upgrades, from etching your logo, to nonstick coatings to custom packaging.

Build your cookware line, your way.

From core materials to final packaging, every detail is yours to customize. Our wide selection of common cookware shapes and customizations helps you launch quickly—without sacrificing creativity or quality. Start with a proven foundation and tailor it to reflect your brand's vision, function, and style.



Your Menu of Options

Material Options

Choose from industry-proven materials for performance, durability, and design.

- Stainless Steel: 3-ply or 5-ply clad, 2.3mm or 2.88mm thickness, with other options available
 - Nonstick Stainless Steel: 3-ply or 5-ply clad, 2.3mm or 2.88mm thickness, with other options available
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Design Features

Mix and match features that define the look, feel, and function of your line.

- Multiple nonstick coating options
 - Stylish handle varieties
 - Premium surface finishes
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Product Categories

Select from essential cookware and specialty items.

- Fry pans
- Saucepans
- Stock pots
- Bakeware
- Specialty cookware

All customizable to your specifications.

Branding Elements

Make it unmistakably yours.

- Custom logos and engravings
- Tailored retail-ready packaging
- Branded assets that align with your identity



STAINLESS STEEL

Stainless Steel Skillets

Available in 8", 10", and 12" sizes

Our stainless steel skillets are a must-have in any cookware lineup—versatile, durable, and made to perform. Constructed from high-quality stainless steel, these skillets offer even heat distribution and long-lasting durability, perfect for everything from searing and sautéing to simmering and finishing in the oven.

- Compatible with all stovetops, including induction
- Designed for even cooking and easy cleanup



Stainless Steel Sauté Pans

Available in 10" and 12" sizes

Designed for versatility and control, our stainless steel sauté pans feature deeper sides for easy stirring and splatter-free cooking.

- Deep-sided design for sauces, braises, and one-pan meals
- 12" pan includes a helper handle for added stability



Stainless Steel Stock Pots

Available in 6 qt and 8 qt sizes

Designed for big batches and bold flavors, our stainless steel stock pots are kitchen workhorses. With two sturdy short handles and ample capacity, they're perfect for soups, stews, pastas, and more.

- Deep capacity ideal for family meals or meal prep



Stainless Steel Saucepans

Available in 1 qt, 2 qt, 3 qt, and 4 qt sizes

From warming to simmering, our stainless steel saucepans cover all the bases. Each size offers exceptional heat control and everyday versatility.

- Tall sides and tight-fitting lids for efficient cooking
- 4 qt pan includes a helper handle for safe handling



Stainless Steel Casserole Pans

Available in 10" and 12" sizes

With deep sides and dual handles, our stainless steel casserole pans are built for stovetop-to-oven versatility. Ideal for simmering, baking, and serving, they offer both function and a polished presentation.

- Two short side handles for easy lifting and control
- Deep profile perfect for casseroles, stews, and one-dish meals



Stainless Steel Saucier

Available in 1.5 qt size

With its rounded bowl shape and smooth curves, our stainless steel saucier is designed for effortless stirring and reduced splatter—perfect for sauces, risottos, and custards. Finished with a single long handle for control and comfort.

- Rounded sides for easy whisking and even heating





**NONSTICK COATED
STAINLESS STEEL**

Nonstick Stainless Steel Skillets

Available in 8", 10", and 12" sizes

All the performance of stainless steel with the ease of nonstick. These skillets feature a premium nonstick coating for easy release and quick cleanup.

- Traditional and ceramic nonstick coating options
- Additional colors available to reflect your brand
- Induction-compatible and oven-safe
- Compatible with all stovetops, including induction
- Designed for even cooking and easy cleanup



Nonstick Stainless Steel Casserole Pans

Available in 10" and 12" sizes

Deep, versatile, and easy to clean—our nonstick casserole pans combine stainless steel strength with a premium nonstick surface. Ideal for one-pan meals, sauces, and oven finishes.

- Traditional and ceramic nonstick coating options
- Multiple colors available
- Deep-sided design for splatter-free cooking





WEST BEND™

Learn more at:
westbendcompany.com