

2015-K713

LEGISLATIVE RESOLUTION commemorating the 100th Anniversary of the introduction of the iconic Pyrex measuring cup

WHEREAS, It is the sense of this Legislative Body to recognize the achievements of those businesses which substantially contribute to the quality of life in communities and the entire Empire State; and

WHEREAS, The Empire State enjoys the reputation of providing the intellectual environment and business climate necessary for encouraging the development and expansion of creative ideas and new kitchen utensils, such as the Pyrex measuring cup; and

WHEREAS, The Pyrex measuring cup is a kitchen icon, originally released in 1925; it had two spouts, one on each side for both right and left hand pouring, and the cup came in just one size, eight ounces, and sold for \$.50; and

WHEREAS, By 1926, the two-spout cup was discontinued and a new cup with one spout was introduced, which became the staple for years to come; and

WHEREAS, By 1941, four different Pyrex measuring cups were on the market, including an eight ounce liquid, eight ounce dry, 12 ounce liquid and 16 ounce dry; each cup was adorned with the red Pyrex logo and red markings on the side, making it easy to read; and

WHEREAS, Seven years later, a consumer could pick up a set of three measuring cups for \$1.50 including a one cup, one pint and one quart measuring cup; these three versions remained essentially unchanged through the decades and are best known today; and

WHEREAS, The measuring cup handle was transformed from a closed "D" to an open design in 1983, allowing for easy stacking and storage; this new handle design became the industry standard; and

WHEREAS, In 2015, the Pyrex brand celebrates its 100th Anniversary by

launching five new limited edition colors of the essential measuring cup; and

WHEREAS, To observe this auspicious occasion, Pyrex created the World's Largest Measuring Cup as a way to recognize the renowned kitchen gadget; the cup was unveiled March 8, 2015, at a ceremony in Chicago at the International Home and Housewares Show; and

WHEREAS, The event officially kicked off the Pyrex 100 celebration; hundreds of brand fans, media, curiosity seekers and those who bring Pyrex to market were there to cheer the reveal of the enormous Pyrex measuring cup, which will tour cities across America; and

WHEREAS, The next stop on the tour will be in Charleroi, Pennsylvania, where four generations of American workers helped make Pyrex glassware the most loved kitchen brand; and

WHEREAS, The official ceremony concluded with World Kitchen North American President Kris Malkoski encouraging the crowd to raise their limited edition Pyrex 100 measuring cups in a toast for the past 100 years and to the next 100 years of Pyrex; and

WHEREAS, It is the sense of this Legislative Body to honor those businesses within the State of New York which distinguish themselves through outstanding professional behavior, corporate innovation, and enduring commitment to the community; and

WHEREAS, It is with great pleasure that this Legislative Body acknowledges Pyrex's success, recognizes its contributions to the local and State economies, and extends its highest commendation to the corporation and its employees, fully confident that, in its future, it will enjoy the same success which has so characterized its past; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commemorate the 100th Anniversary of the introduction of the iconic Pyrex measuring cup; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be tran-

mitted to Kris Malkoski, President, World Kitchen, North America.