

# SMARTBURNER™

LOOK SMART. COOK SMART. SAVE SMART.

Replace old electric coils  
in seconds with  
state of the art technology



SMARTBURNER™ COOKS YOUR FOOD NOT YOUR HOME

## THE PROBLEM

The flimsy electric coil has not changed much in more than 150 years and is better suited to welding than cooking.

*Electric coils:*

- Reach temperatures as high as 900°C (1652°F)! (Water boils at 100°C (212°F))
- Waste energy
- Warp pots and pans
- Create hard to clean messes
- Cause cooking fires, the number 1 reason for house fires.

**A home fire is reported every 85 seconds.**

## THE SOLUTION

SmartBurner™.

An elegant, state -of-the-art transformation of the electric coil stove that looks better, cooks better and saves better. It also protects families and their homes from the leading cause of household fires... cooking.

“Brilliant!”

DAVID ROCCO  
CELEBRITY CHEF



## SMARTBURNER™

- Installs in seconds
- Transforms and updates the electric coil stove
- Provides a larger, more efficient cooking surface
- Delivers a superior cooking experience
- Extends the life of cookware
- Saves money and energy
- Helps prevent cooking fires

## PROVEN TECHNOLOGY

SmartBurner™ is the consumer product version of Safe T Element™, the commercial product that has been protecting multi-residential buildings, colleges, universities, seniors homes and military bases since 2007. With more than 100,000 units already sold not a single cooking fire has been reported.

SmartBurner™ is a patented and patent pending replacement for electric coil elements that looks smart, cooks smart and saves smart. This product comes with a one-year warranty against manufacturing defects and was proudly designed and engineered in Canada.

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**“Looks great, cooks food evenly and reduces the risk of cooking fires. I’m impressed!”**

**DAVID ROCCO**  
CELEBRITY CHEF

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### LOOK SMART

**Transforms the electric coil stove top in seconds. Makes clean up a breeze. No longer does food fall between flimsy electric coils. Replaces those coils with solid cast iron electric plates.**

### COOK SMART

**Utilizing a larger cooking surface, SmartBurner™ offers a better cooking platform. Even cooking heat ensures that food cooks evenly too. Celebrity Chef David Rocco says: “It gives you the impression you’re cooking on gas”. To help inspire home cooks and smart cooking, David has carefully selected 12 recipes from his Dolce Vita library to celebrate the introduction of SmartBurner™. Go to [SmartBurnerisbetter.com](http://SmartBurnerisbetter.com) to see these 12 exciting recipes.**

### SAVE SMART

**SmartBurner™ uses less energy to cook food than coil elements. By cutting the risk of cooking fires it can also help reduce insurance claims and any repair costs from smoke or fire damage resulting from cooking fires. And because SmartBurner™ doesn’t reach the excessive temperatures coil elements do, there is much less damage to pots and pans.**



**INSTALLS  
IN SECONDS**



**REDUCES  
THE RISK OF FIRE**



**TRANSFORMS  
YOUR STOVE**



**ADDS LIFE  
TO POTS & PANS**



**EASY  
TO CLEAN**



**SAVES  
ENERGY**

## WHO WILL BUY?

- Women (35-54) who want to transform the look of their stove instantly and affordably, want a better cooking experience, easier clean up and a safer kitchen.
- Other market segments include: seniors; youth (a very high risk group for cooking fires); homeowners; renters; multi-residential property owners & managers; and professional caregivers.



**PIONEERING  
TECHNOLOGY**



**SmartBurner™ is another innovative product from Pioneering Technology Corporation, North America’s leader in cooking fire prevention technology.**



**Intertek**  
4010373  
Conforms to UL Std 858  
Certified to  
CSA Std C22.2 No. 61