# m melamine





























### corporate office

7401 Security Way
Suite 200
Jersey Village, TX 77040

t: +1 800.727.4500 (Toll Free)

t: +1 713.467.9394 (Local)

f: +1 713.467.9396 (Fax)

e: info@getserveware.com

## hello



Thank you for your interest in cheforward<sup>™</sup> Ilc, my labor of love that brings inspired innovation to foodservice by marrying forward-thinking design with the right materials to provide products that will delight chefs and customers alike.

After more than three decades in the foodservice industry, I've identified an unmet need in the market. Dinnerware, serveware and displayware are largely blank palettes designed to feature chefs' creations. However, there is an opportunity to integrate leading edge design and a wide range of materials and functionality to create products that complement chefs' creations in a way that delights customers, and elevates value perceptions. This is a win for chefs, a win for customers, and a win for the industry.

My inspired innovation is built not just on my deep industry experience, but also on the partnerships I've built with chefs, restauranteurs, pioneering manufacturers, original artists/makers, and non-profit organizations. cheforward's inspired innovation has already begun to play an influential role in raising expectations, and performance, within the foodservice industry.

Finally, I'm incredibly thankful for the guidance, mentoring and opportunities that I've received throughout my career. Now, cheforward, is giving back to the industry that's enriched my professional life, and paying forward the opportunities that I've had to others who are deserving, including talented artists and makers.

Thank you for your enthusiastic support of my vision for the foodservice industry. Together, we will make a difference!



Dail

David S. Richman founder & brand ambassador, cheforward

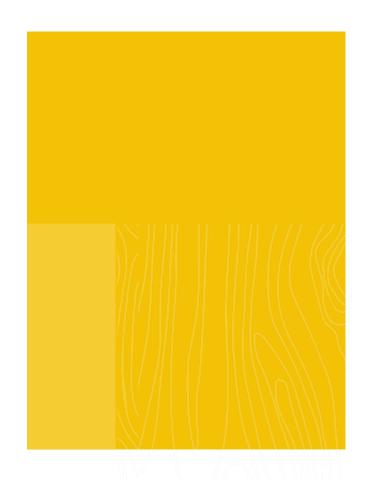


# about the brand

cheforward<sup>™</sup> brings innovation to foodservice by marrying forward-thinking design with the right materials to provide products that will delight chefs and customers alike. cheforward's products are designed to complement chef creations and elevate perceived value.

our inspiration is born from careful attention to unmet needs in foodservice, as well as trends, evolving materials, and new technologies in adjacent spaces and sectors. this inspired innovation drives our efforts to do our best for chefs, customers, and the foodservice industry, every day.







## **David** Richman

cheforward™ was founded by David Richman, who has been a foodservice leader and innovator for more than three decades. he has worked for a wide range of prominent S&E manufacturers. he is known for his consistently strong sales growth, his successful brand-building efforts, his outstanding training techniques, his valued relationships with key industry influencers, and his collaborative style. David has been recognized with industry awards from Pride (trainer of the year, 2013; supplier of the year, 2011), NESA (three-time finalist, 2008-2011), and EDI (above & beyond, 2006).

# moving forward

in June of 2021, cheforward became a part of the G.E.T. Enterprises family of products. when asked about the acquisition, David Richman said, "i am thrilled that G.E.T Enterprises will carry the cheforward brand forward. this is the ideal team to continue cheforward's growth trajectory, supporting our mission to enable chefs' culinary inspirations to be creatively plated in a way that delights their guests.



# why buy cheforward™

- cheforward elevates value perceptions
  - our products give your tabletop and buffet a uniquely upscale image,
     which supports premium value perceptions with customers
- cheforward complements chefs' creations
  - we have innovative, creative designs that customers will love, and will love to trade up to
  - many products are original designs by talented artist and makers
- cheforward understands foodservice customer needs
  - products feature the innovative design and functionality that customers want
  - examples include natural materials, unique looks, easy wear/care/storage, proprietary designs, and eco-friendly options
- cheforward supports good causes
  - strategic cheforward alliances allow customers the opportunity to support non-profits and US-based manufacturing
  - partnerships with talented artists and makers provide them with a platform to commercialize their creativity
- 5 cheforward can customize products
  - customize products with customer logos
  - collaborate on exclusive designs

# **chef**orward<sup>™</sup> process







CREATIVE

COLLABORATIVE

CUSTOM

cheforward takes products from concept to table or buffet. we work with innovative and experienced designers who leverage out-of-the-box thinking with cheforward's keen understanding of foodservice industry trends and unmet needs, to create the foodservice items that will set you apart.





along the way, we utilize 3D modeling and prototypes, and we experiment with a wide range of materials, textures, and colors. we don't rest until we find the right combination... that will delight chefs, customers and diners alike.

cheforward can customize products to meet specific customer needs. we can incorporate customer logos on many existing products. we also collaborate with customers on exclusive designs.

# Dio



Jason M. Brown is a multidisciplinary designer and the founder of Design By Theory, an award-winning creative agency based in Phoenix, Arizona. over the past decade, he has designed interactive art installations, brand identities, environmental graphics, and consumer products for the food & beverage industry.

Jason received a Bachelor of Science in Visual Communication Design from Arizona State University where he first explored product development through InnovationSpace, a research lab where entrepreneurial minds collaborate to create a more livable and sustainable world through design.

his uncompromising approach to crafting timeless design that is both elegant and functional blends minimalism with a keen attention to detail. organic forms and patterns found in nature influence his aesthetic in everything from mixed-media sculptures to graphic illustrations. Jason's focus is on creating memorable and engaging design that sparks an emotional connection. he draws inspiration from modern architecture, his travels, and an affinity for food and wine.



- collections:
- 1 lapis collection
- 2 amaze collection

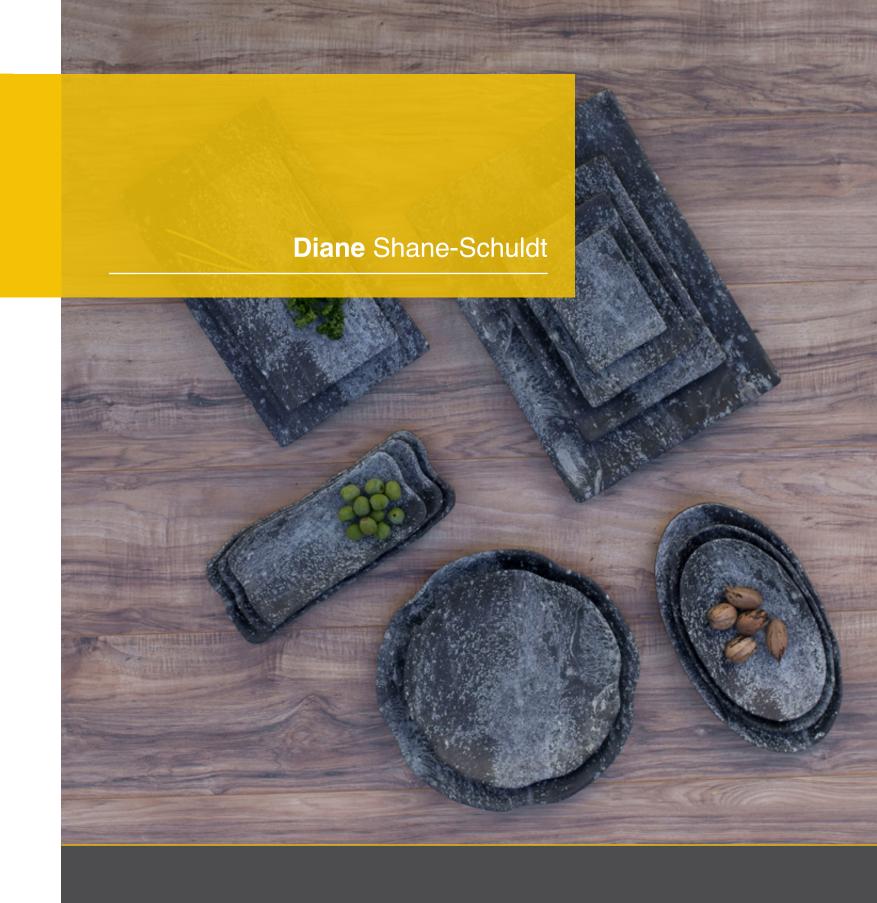
# Dio



Diane Shane-Schuldt is a designer with a special passion for designing products that will enhance food and the tabletop presentation. her designs have graced countless restaurants, resorts, hotels as well as consumers' homes under brands that include cheforward, Oneida, Sant' Andrea, Wedgwood, Guess Home, Lunt Silversmiths and Colonial Williamsburg. she holds over 75 flatware patents.

the structure of the botanic, natural world and the language of ornament influence her work. beginning art and handwork instruction at an early age, she has continued a life long learning path, including studies at Cleveland Institute of Art, metalwork at Williamsburg Virginia, tutorials with silversmith Jeffrey Schuldt, a position as former senior designer and director of design at Oneida Ltd and now currently expanding her 3-D modeling capabilities.

Diane currently maintains a design studio in Central New York with her husband Jeffrey Schuldt.











collection details:



















wood elevates the original splendor of ancient trees with exquisite colors and markings. now, this beauty is captured with a series of serving boards that pair the visual appeal of petrified wood with the









THE PERFECT SERVING TRAY



TEXTURED SURFACE





### grey granite

ever the classic choice, granite is always stylish yet relatable, with cool charcoal, grey and white tones that are equally fitting in edgy industrial locales and upscale traditional establishments.



### petrified bamboo

the perfect Asian-themed palate to feature your culinary creations, with natural tan, brown and charcoal hues of bamboo shoots and canes.



### mango wood

known for its vibrant range of colors including beautiful warm ambers, golden browns and beautiful yellows, as well as its dense, dark grain. mango wood comes from mango trees grown in the tropics, and is currently on trend due to its beauty, durability, and sustainability.



### antique cement

leveraging this newly popular trend, antique cement expertly blends blues and greys, with black and white accents, to elevate the appeal of any culinary offering.



### tropical miocene

named for the petrified wood arising from Southeast Asia during the miocene epoch, dating back between 5 million and 23 million years ago, these boards feature warm ambers paired with light natural wood tones.





### cherry w/ turquoise

in the tradition of craftsmen who would fill wood cracks with turquoise, these boards offer the beautiful, warm look of cherry wood, paired with turquoise veins to create a colorfully appealing and versatile backdrop for your entrées and appetizers.







# bring history to the table...



### senora sunrise

named for the Mexican state of Sonora where this stone is found, senora sunrise is has vivid green/turquoise, deep red, and black colors. native americans use this as a healing stone.



### parrot wing

this stone, known for its brilliant greens and blues characteristic of colorful parrots, is found in Mexico.



### pinolith agate

rare pinolith agate was first discovered in 1873, in Austria. it has a delicately stark black-and-white design reminiscent of flower petals.



### gold canyon jasper agate

known for its brilliant gold hue, with green and brown accents. like all agates, this is believed to have a calming influence.



### thunderstorm agate

at once warm and moody, the browns, grays and tans recreate the emotion of a thunderstorm, and elicits the drama of the volcanic activity from which many agates are formed.







grey granite **number** LP200 - medium LP201 - large



petrified bamboo **number** LP202 - medium LP203 - large

mango wood



cherry w/ turquoise **number** LP204 - medium LP205 - large



rectangle board dimensions (medium) (us + metric) L 15 W 8.75 dimensions (large) L 20.125

38.10 19.10























### round platter

- LP300 antique cement
   LP301 cherry w/ turquoise
   LP302 tropical miocene

L **17.375** 44.13 W **12** 30.48













### rectangle board w/ handle

- 1) 15019051031 thunderstorm agate 2) 15019051032 gold canyon jasper agate 3) 15019051034 pinolith agate 4) 15019051037 parrot wing 5) 15019051038 senora sunrise

L **15.5** 39.6 W **6** 15.6 H **0.5** 1.8











### round board w/ handle

### number

- 1) 15019052031 thunderstorm agate 2) 15019052032 gold canyon jasper agate 3) 15019052034 pinolith agate 4) 15019052037 parrot wing 5) 15019052038 senora sunrise

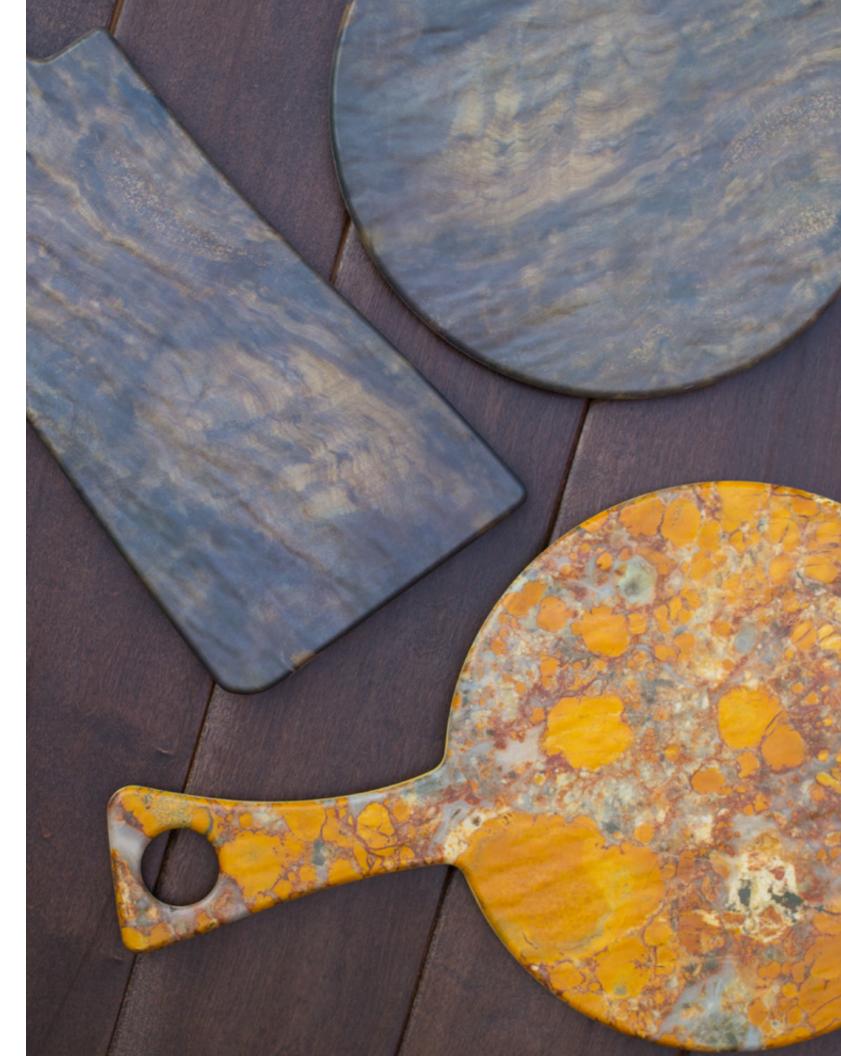
## dimensions (us + metric)

L **15.3** 39.3 W **9.6** 24.8 H **0.5** 1.8













collection details:









### round tree board

large L **13.15** 33.4 W **13.15** 33.4 H **1** 3 L **9.15** 23.2 W **9.15** 23.2 H **0.85** 1.8

#15004054004 #15004055004





renew collection

BOARDS

melamine • live edge faux wood slabs available in two sizes





melamine • strong burled wood expression in a complete line of tableware and displayware





DINNERWARE DISPLAYWARE





























medium small L **5.3** 13.5 W **3.9** 10 H **0.8** 2 L **8.25** 21 W **5.7** 14.5 H **1.1** 2.9

#15004062036 #15004063036

x-large L **11** 28 W **7.5** 19 H **1.3** 3.3 L **15.7** 39.8 W **10.9** 27.7 H **1.4** 3.5

#15004065036

#15004064036





### round plate

medium small L **12.1** 30.8 W **12.1** 30.8 L **10** 25.4 W **10** 25.4 H **1.4** 3.6 H **1.5** 3.8

#15004111036 #15004112036



### rectangle tray

L 10.6 27 W 6.1 15.5 H 1.0 2.5

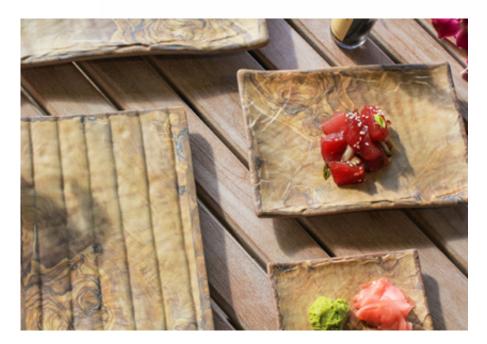
#15004072036

medium

L **13.75** 35 W **8.25** 21 H **1.1** 2.8

#15004073036













dimensions (us + metric) L **9.1** 23 W **4.3** 11 H 1 2.6

# number 15004101036



oblong plate - medium dimensions

(us + metric) L **10.6** 27 W **4.4** 11.2 H **1** 2.6 # number 15004102036



dimensions (us + metric)

L **11.8** 30 W **4.9** 12.5 H **1** 2.6

# number 15004103036



oval plate - small

dimensions (us + metric) L **9.1** 23 W **5.5** 14 H 1.6

# number 15004081036



oval plate - medium

dimensions (us + metric) L **10.25** 26 W **6.1** 15.6 H 1.6

number 15004083036

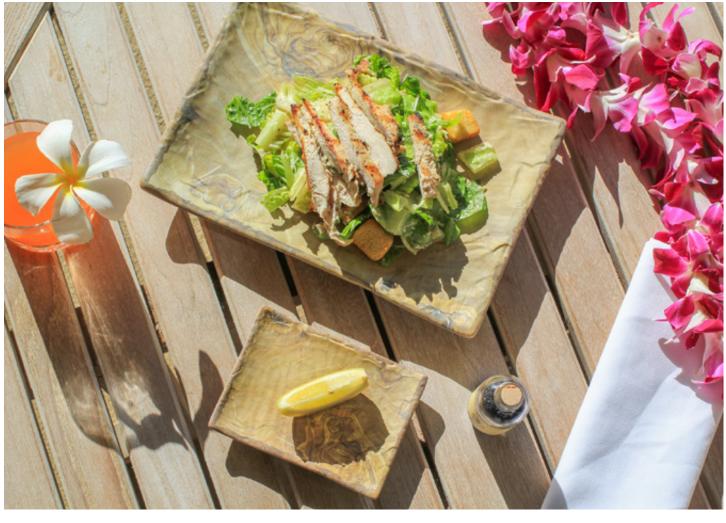


oval plate - large

dimensions (us + metric) L **12.4** 31.5 W **7** 17.8 H **1.6** 4

# number 15004085036











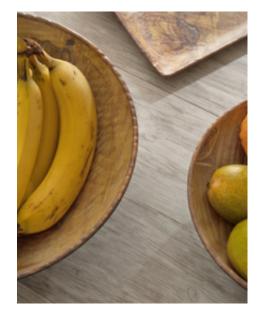
















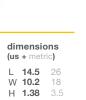






transform collection







rectangle platter - medium number L **17.3** 44 W **12.2** 31 H **1.8** 4.6 RFS502



rectangle platter - large number RF503





rectangle platter - small

number

RFS501

dimensions L **24.5** 62.23 W 16 40.64 H 2 5



square platter L 11 28 W 11 28 H 1.5 3.8







number

RFS500



### buffet bowl

large (72 oz) dimensions D **10** 25.4 H **3.75** 8.5

number

x-large (192 oz) dimensions

D **13** H **4** 

number TRA201

### trunk bowl

small (40 oz) dimensions

D **7.25** 18.4 H **3.75** 9.5 H 3.75

number TRA202

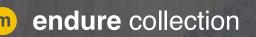
large (96 oz) dimensions (us + metric)

TRA203

D **10** 25.4 H **4.25** 11.4 number



T IIME



melamine • tableware and displayware with a natural quarry look and feel





























weathered



weathered pewter





### oblong plate

Smai	I			
dime	ns	io	n	S

L **9.1** 23

15005101006 - pebble 15005101007 - weathered pewter

medium

dimensions (us + metric) L **10.6** 27 W **4.4** 11.2

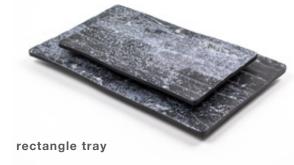
H **1** 2.6 number

15005102007 - weathered pewter

dimensions (us + metric)

L **11.8** 30 W 4.9 12.5 H **1.1** 2.7

15005103006 - pebble



small

dimensions (us + metric) L **10.6** 27 W **6.1** 15.5

H **1** 2.6 number 15005072005 - weathered onyx 15005072006 - pebble

15005072007 - weathered pewter

medium dimensions (us + metric)

L **13.75** 35 W **8.25** 21 H **1.1** 2.8

**number** 15005073006 - pebble 15005073007 - weathered pewter



### round plate

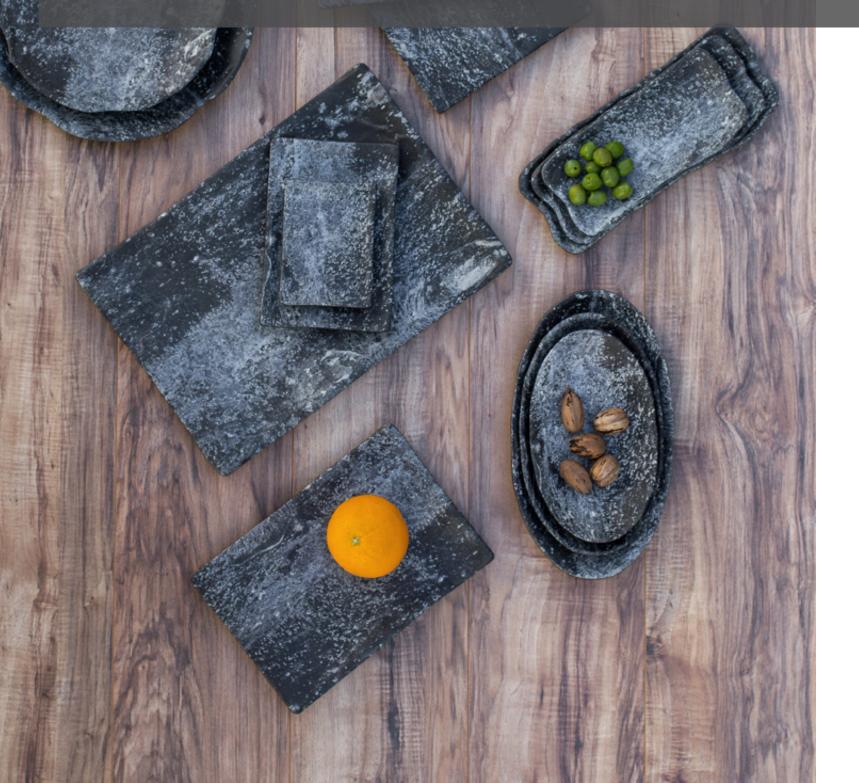
small dimensions L 10 25.4 W 10 25.4 H **1.4** 3.5

number 15005111005 - weathered onyx 15005111006 - pebble 15005111007 - weathered pewter medium

dimensions

L **12** 30.8 W **12** 30.8 H **1.5** 3.8

15005112005 - weathered onyx 15005112006 - pebble 15005112007 - weathered pewter



W 4.3 11 H **1** 2.6

15005101005 - weathered onyx

15005102006 - pebble

number

15005103007 - weathered pewter



### oval plate

small dimensions

L **9.1** 23 W **5.5** 17.8 H 1.6 4

number 15005081005 - weathered onyx 15005081006 - pebble 15005083006 - pebble 15005081007 - weathered pewter 15005083007 - weathered pewter

medium dimensions

L 10.25 26 W **6.1** 17.8 H **1.6** 4

15005083005 - weathered onyx

15005085006 - pebble 15005085007 - weathered pewter

dimensions

L **12.4** 31.5 W **7** 17.8

H **1.6** 4











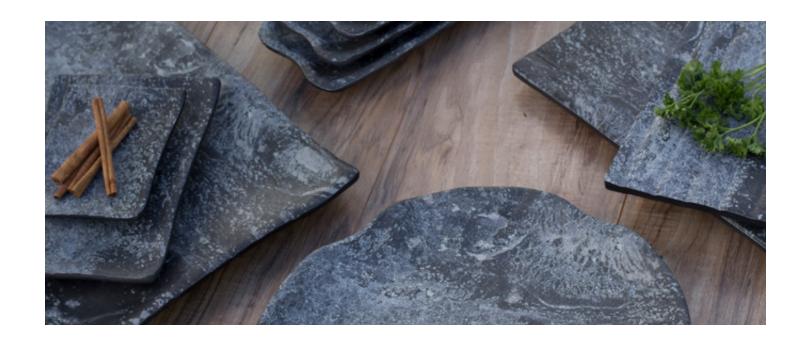
















### rectangle platter

dimensions

L **5.3** 13.5 W **3.9** 10 H **0.8** 2

15005062005 - weathered onyx 15005062006 - pebble

15005062007 - weathered pewter

medium

dimensions

L **8.25** 21 W **5.7** 14.5 H 1.1 2.9

15005063005 - weathered onyx 15005063006 - pebble 15005063007 - weathered pewter 15005064005 - weathered onyx

L **11** 28 W **7.5** 19 H **1.3** 3.3

large

15005064006 - pebble 15005064007 - weathered pewter

15005065005 - weathered onyx 15005065006 - pebble

L **15.7** 39.8 W **10.9** 27.7 H **1.4** 3.5

x-large dimensions (us + metric)

15005065007 - weathered pewter











# endure collection

melamine • buffet and banquet platters, in a variety of sizes up to 24.5" L x 16" W, and in rectangular and square designs. these platters are offered in two nature-inspired finishes, and made from heavy-duty, easy-care melamine.

















2 yr breakage warranty















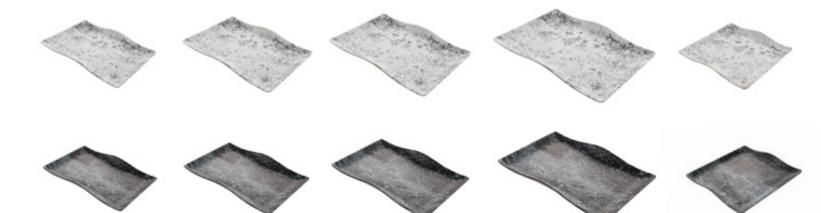












### buffet platter

rec	tangle	e (small)				
dimensions (us + metric)						
W	14.5 10.2 1.38	26 18 3.5				

number RFS301- pebble RFS401- weathered pewter

rectangle (medium) dimensions (us + metric) L **17.3** 44 W **12.2** 31 H **1.8** 4.6

**number** RFS302 - pebble RFS402 - weathered pewter

rectangle (large) dimensions (us + metric) L **19.6** 50 W **14** 36 H **2** 5

number RFS303 - pebble RFS403 - weathered pewter

rectangle (x-large) dimensions (us + metric)

L **24.5** 62.23 W 16 40.64 H 2

number RFS304 - pebble RFS404 - weathered pewter

square dimensions (us + metric)

L 11 28 W 11 28 H 1.5 3.8

RFS300 - pebble RFS400 - weathered pewter





large (72 oz) dimensions (us + metric) D **10** 25.4 H **3.75** 8.5

number END202 - pebble END200 - weathered pewter x-large (192 oz) dimensions (us + metric)

D 13

number END203 - pebble END201 - weathered pewter trunk bowl

small (40 oz)

dimensions D **7.25** H **3.75** 

number END206 - pebble END204 - weathered pewter large (96 oz)

D **10** 25.4 H **4.25** 11.4

dimensions

END207 - pebble END205 - weathered pewter double ramekin

4.75 oz dimensions (us + metric)

L **5.1** 13 W **3.2** 8 H **1.2** 2.7

15005151006 - pebble 15005151007 - weathered pewter







melamine • a complete line of tabletop and displayware products offered in stoneware-inspired stone natural and stone grey finishes



DISPLAYWARE



ACCESSORIES









heat resistant (-10° - 110°C)

2 yr breakage warranty









stone natural









round plate - small number

INF202 - stone grey

round plate - medium dimensions (us + metric) number L **6.24** 21 W **6.24** 21

INF201 - stone grey

INF207 - stone grey

dimensions (us + metric)

H 1.1

number L **8.3** 21 W **8.3** 21 INF200 - stone grey 2.8



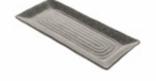




(us + metric) (us + 110.375 26.2 W 4.5 11.3 H 0.7 1.8

dimensions

H **1.1** 2.8



rectangle platter - medium dimensions number

(us	+ metri	(C)
L	12	30.3
W	5.125	12.8
Н	0.7	1.8



dented bowl (31.45 oz) dimensions (us + metric) L **7.2** 18.2 INF208 - stone grey



round bowl - medium (56 oz) dimensions number

L **9.5** 24 W **9.5** 24 H **2** 5.08



round bowl - large (67.65 oz) dimensions number

L **10.83** 27.5 W **10.83** 27.5 H **2.25** 5.72 INF211 - stone grey

W **6.6** 16.7 H **2.5** 6.4



round bowl - small (24 oz) number INF209 - stone grey

dimensions L **7.67** 19.5 W **7.67** 19.5 H **1.5** 3.81













dimensions (us + metric) L **8.2** 20.8 W **8.2** 20.8 H **1.25** 3.2



round ramekin (3.4 oz) number INF204 - stone grey

dimensions (us + metric) L **3.5** 9 W **3.5** 9 H **1** 2.5



square ramekin (6.75 oz) number INF205 - stone grey

L **3.66** 9.3 W **3.66** 9.3 H **1.5** 3.9

















square platter dimensions (us + metric) number RFS200 - stone grey

L 11 28 W 11 28 H 1.5 3.8



rectangle platter - small number

(us + metric) L **14.5** 26 W **10.2** 18 H **1.38** 3.5 RFS201 - stone grey



rectangle platter - medium

number RFS202 - stone grey

(us + metric) L **17.3** 44 W **12.2** 31 H **1.8** 4.6

dimensions



number RFS204 - stone grey

rectangle platter - x-large



dimensions

mix & match with the zeal or emerge collection







pasta bowl (64 oz) number INF219 - stone grey

dimensions L **10** 25.4 W **7** 17.78 H **2.375** 6.03



pasta bowl (128 oz) number INF220 - stone grey

dimensions L **16.5** 41.91 W **12** 30.48 H **2.75** 6.98



buffet bowl (224 oz) number INF212 - stone grey

L **15.8** 40.13 W **15.8** 40.13 H **4.5** 11.43

dimensions







dimensions

dimensions









mix & match with the zeal or emerge collection





round plate - small number

L **6.24** 21 W **6.24** 21 H **1.1** 2.8 INF102 - stone natural



rectangle platter - small number INF106 - stone natural



dimensions

dimensions

dimensions



round plate - medium

INF101 - stone natural

number



round bowl - small (24 oz) number

(us + metric) L **7.67** 19.5 W **7.67** 19.5 H **1.5** 3.81 INF109 - stone natural



triangle plate INF103 - stone natural dimensions (us + metric) L **8.2** 20.8 W **8.2** 20.8 H **1.25** 3.2

L **8.3** 21 W **8.3** 21 H **1.1** 2.8

dimensions

dimensions

(us + metric)



rectangle platter - medium

L 12 30.3 W 5.125 12.8 H **0.7** 1.8



round bowl - medium (56 oz) dimensions number

L **9.5** 24 W **9.5** 24 H **2** 5.08 INF110 - stone natural





round ramekin (3.4 oz) number INF104 - stone natural

dimensions (us + metric) L **3.5** 9 W **3.5** 9

H **1** 2.5



round plate - large

number INF100 - stone natural

L 10 25.4 W 10 25.4 H 1.3 3.36



dented bowl (31.45 oz) number

L **7.2** 18.2 W **6.6** 16.7 H **2.5** 6.4 INF108 - stone natural



round bowl - large (67.65 oz) dimensions

L **10.83** 27.5 W **10.83** 27.5 H **2.25** 5.72



square ramekin (6.75 oz) number

INF105 - stone natural

dimensions (us + metric) L **3.66** 9.3 W **3.66** 9.3

H **1.5** 3.9





















pasta bowl (64 oz) number INF119 - stone natural

dimensions L **10** 25.4 W **7** 17.78 H **2.375** 6.03 pasta bowl (128 oz) dimensions number L **16.5** 41.91 W **12** 30.48 H **2.75** 6.98 INF120 - stone natural

buffet bowl (224 oz) number INF112 - stone natural

L **15.8** 40.13 W **15.8** 40.13 H **4.5** 11.43



square platter number RFS100 - stone natural

(us + metric) L 11 28 W 11 28 H 1.5 3.8

dimensions



rectangle platter - large number RFS103 - stone natural

L **19.6** 50 W **14** 36 H **2** 5

dimensions



rectangle platter - small dimensions (us + metric) number RFS101 - stone natural

L **14.5** 26 W **10.2** 18 H **1.38** 3.5

dimensions

rectangle platter - medium dimensions (us + metric) number L **17.3** 44 W **12.2** 31 H **1.8** 4.6 RFS102 - stone natural



rectangle platter - x-large number

L **24.5** 62.23 W **16** 40.64 H **2** 5 RFS104 - stone natural

platter w/ edge rim - xxl dimensions

number INF118 - stone natural

L 17.5 44.45 W 17.5 44.45 H 6 15.24















### plate w/ edge rim

small dimensions

D **8.14** 20.68 H **1.1** 2.8

INF214 - stone grey/black INF114 - stone natural/black

INF215 - stone grey/black INF115 - stone natural/black

medium

dimensions

D **10** 25.4 H **1.4** 3.5

large

D **12** 30.5 H **1.6** 4

INF216 - stone grey/black INF116 - stone natural/black

### platter w/ edge rim

x-large

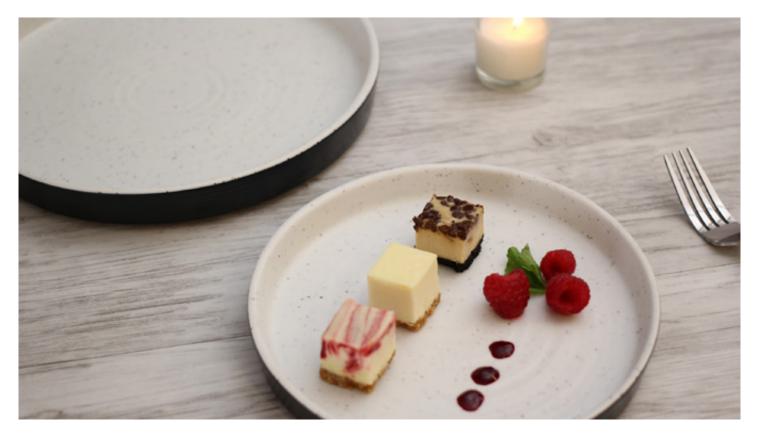
dimensions dimensions (us + metric)

D **16** 40.64 H **3** 7.62 D **17.5** 44.45 H **6** 15.24

xxl

INF217 - stone grey/black INF117 - stone natural/black

INF118 - stone natural

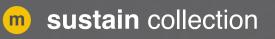








# DINNERWARE



melamine • a complete dinnerware and displayware line featuring an attractive wood grain look in soft hues



DINNERWARE













2 yr breakage warranty







touch of honey









round coupe plates colors





round rim plates







oval rim platters colors











trunk bowls colors











dimensions round coupe plate (us + metric) 15003217001 - black L **11.25** 28.6 W 11.25 28.6 15003217023 - smoke H 2 5.1 15003217028 - touch of honey



round rim plate - large dimensions number L **10** 25.4 W **10** 25.4 15003216001 - black 15003216023 - smoke H 1 2.5 15003216028 - touch of honey



round rim plate - x-large dimensions L **12.5** 31.8 15003218001 - black 15003218028 - touch of honey W **12.5** 31.8 H **1.5** 3.8

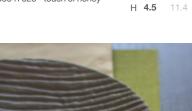


dimensions small (40 oz)

trunk bowl

(us + metric) L **7.25** 18.4 W **7.25** 18.4 15003346001 - black 15003346028 - touch of honey H **3.75** 9.5

large (96 oz) dimensions number L **10** 25.4 15003347001 - black W **10** 25.4 15003347028 - touch of honey





(us + metric)

L **14** 35.6

W 14 35.6

H **1.75** 4.5

round rim platter - xxl number 15003265001 - black 15003265028 - touch of honey



L **17** 43.2

W **13** 33

H **1.75** 4.5

oval rim platter number 15003266001 - black 15003266028 - touch of honey



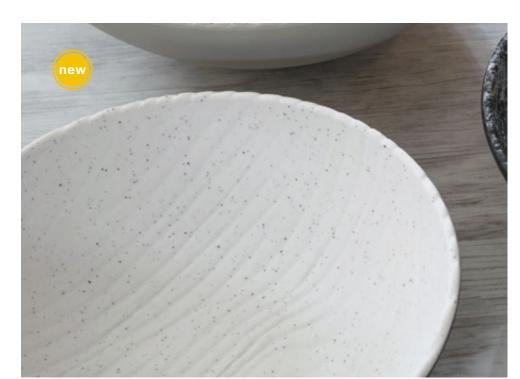
rectangular rim tray number 15003074001 - black 15003074023 - smoke 15003074028 - touch of honey

dimensions (us + metric) L **15** 38.1 W **11.75** 29.9 H **0.75** 1.9

(us + metric)

L **10** 25.4 W **10** 25.4

H **3.75** 9.5



round bowl - large (72 oz) SUS300 - stone natural w/

dimensions (us + metric) L **10** 25.4 W **10** 25.4 H **3.75** 9.5

round bowl - x-large (192 oz) dimensions

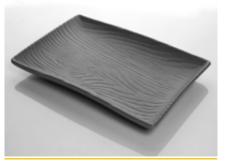
black exterior







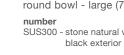
square coupe plate dimensions (us + metric) number L **11.25** 28.6 15003076001 - black W **11.25** 28.6 15003076028 - touch of honey H **1.75** 4.5



rectangular coupe tray dimensions (us + metric) number L **16.75** 42.6 15003075001 - black W **10.75** 27.3 15003075023 - smoke 15003075028 - touch of honey H **1.75** 4.5



number 15003345001 - black 15003345023 - smoke 15003345028 - touch of honey



SUS301 - stone natural w/

(us + metric) L **13** 33.2 W **13** 33.2 **H 4** 10.16

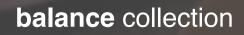












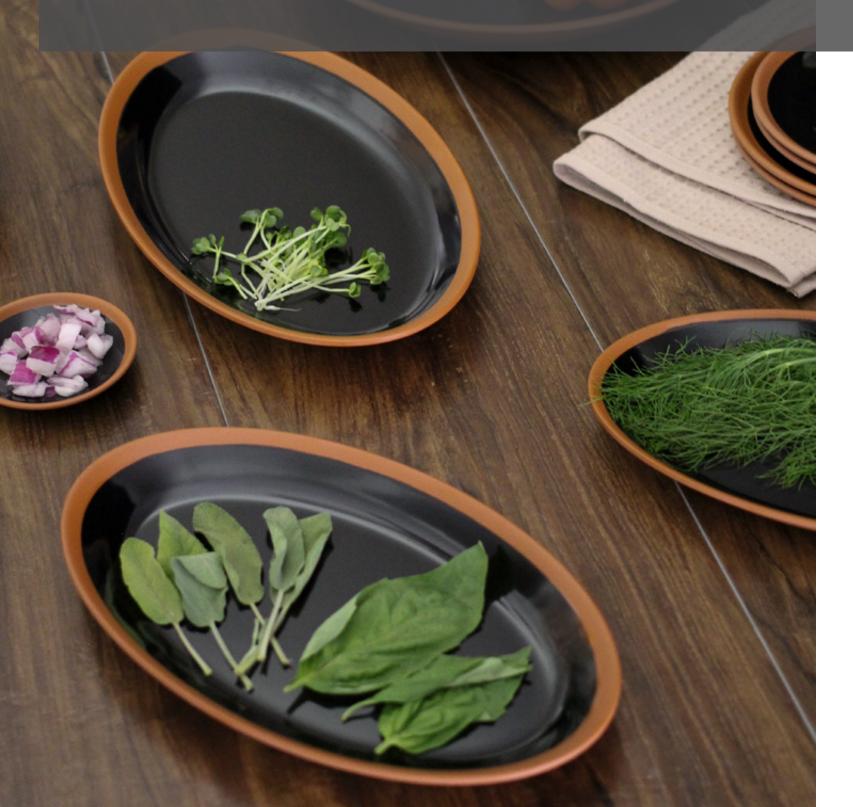
melamine • the perfect balance of matte terra cotta exteriors with black lacquer interior finishes in a wide variety of unique, eye-catching shapes and sizes



DINNERWARE



ACCESSORIES















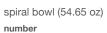
2 yr breakage warranty





shiny black/matte terra cotta





BAL100

dimensions (us + metric) D **9** 22.86 H **3.75** 9.53

number BAL101

rectangle plate - medium

dimensions (us + metric) L **10** 25.4 W **7** 17.78 rectangle plate - large BAL102

dimensions (us + metric)

L **12** 30.48 W **8.4** 21.34



leaf platter - small number BAL110

dimensions (us + metric)

L **10** 25.4 W **8** 14.91 H **1.95** 4.95

leaf platter - medium number

L **11** 27.94 W **8.68** 16.51 H **2.1** 5.33 H 2.1

dimensions



leaf platter - large number BAL112

H **2.15** 5.46

m melamine















oval platter - small number BAL107

dimensions (us + metric) L **10** 25.4 W **5.87** 14.91 H **1** 2.54



oval platter - medium number BAL108

dimensions (us + metric) L **11** 27.94 W **6.5** 16.51 H **1.1** 2.8



oval platter - large number

BAL109

L **12** 30.42 W **7** 77.42 H **1.15** 2.92



round plate - small number BAL105

dimensions (us + metric) L **7** 17.78 W **7** 17.78



round plate - large number BAL106

dimensions

number L 9 22.86 W 9 22.86 BAL104



round ramekin (1 oz)

L **3.5** 8.89 W **3.5** 8.89

dimensions



round platter number BAL103

dimensions (us + metric)

D **12** 30.48 H **1.6** 4.1



round bowl (32 oz) number BAL113

dimensions (us + metric) D **7.75** 19.69 H **2** 5.08



reactive glaze ramekins

melamine • beautiful reactive glazes with bold colors, complement a wide range of tableware, and provide the ideal size for sauces











heat resistant (-10° - 110°C)

2 yr breakage warranty











dimensions

















- 1) AM100 robbin egg blue/white
  2) AM101 tree moss green/chocolate
  3) AM102 turquoise iris/chocolate
- 4) AM103 bronze lava/chocolate
- 5) AM104 stream blue/terra cotta









melamine • rain-kissed finish gives sleek dimension to plates and bowls



ACCESSORIES







2 yr breakage warranty



BPA BPA free Free product







black

showered white





RNX206 - showered black

dimensions

D **9** 23.5 H **2.25** 5.72



buffet bowl - x-large (143.75 oz) dimensions

number RNX208 - showered black buffet bowl - xxl (287.45 oz) number

RNX210 - showered black



D **18** 145.75 H **4.125** 12.52



ramekin (5 oz) number

D **4** 10.16 H **1.18** 3.25 RNX200 - showered black

dimensions

medium bowl (23.67 oz) number RNX204 - showered black

D **7.5** 18 H **1.5** 5

D **14** 35.60 H **2.25** 9.60



oval bowl (50.75 oz)

dimensions (us + metric) RNX202 - showered black

L 10 25 W 8.5 22 H 3 10









large bowl (40.60 oz) number RNX207 - showered white

D **9** 23.5 H **2.25** 5.72



buffet bowl - x-large (143.75 oz) dimensions number D **14** 35.60 H **2.25** 9.60 RNX209 - showered white



buffet bowl - xxl (287.45 oz) number RNX211 - showered white



D **18** 145.75 H **4.125** 12.52



ramekin (5 oz) number RNX201 - showered white

D **4** 10.16 H **1.18** 3.25



D **7.5** 18 H **1.5** 5

medium bowl (23.67 oz) number RNX205 - showered white



RNX203 - showered white







### rainex leaf

US 14.2 x 3.9 x 1.1 METRIC 36 x 10 x 2.8

#15018131025 - showered white #15018131024 - showered black



### square plate

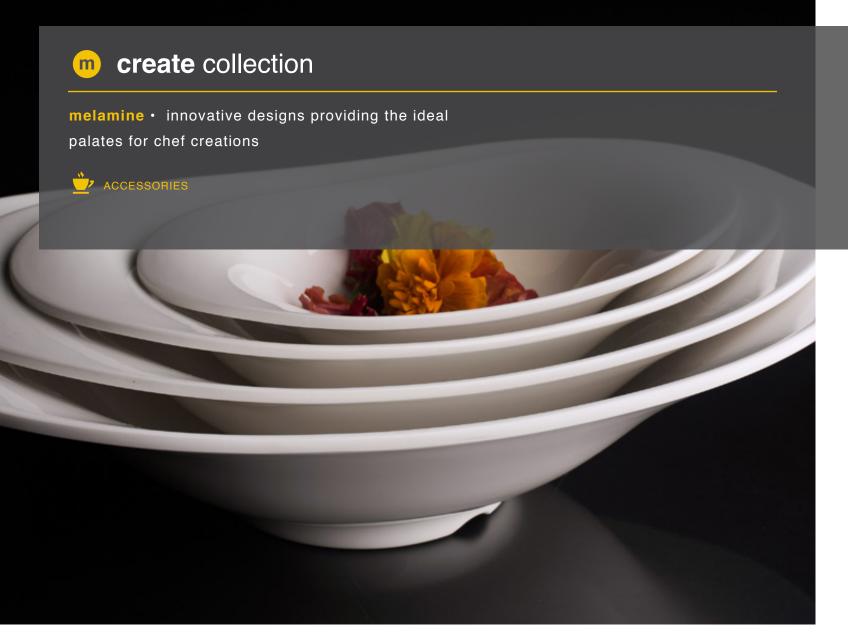
US 6 x 6 x 0.8 METRIC 15.2 x 15.2 x 2

#15018121025 - showered white #15018121024 - showered black









collection details: 100% food safe dishwasher safe BPA free Free product 2 yr breakage warranty



platter w/ rectangle inset

number 15011060013

dimensions (us + metric) L **9.81** 25 W **7.5** 19

H 0.88



dimensions

(us + metric)

L **11.88** 25 W **11.88** 19

H **0.44** 2.2

square platter w/ oval inset

number 15011260013



dressing pour (1.5 oz)

L **1.65** 4.2 W **1.65** 4.2 H **1.75** 4.5 #15011191013 - white #15011191001 - black

#### oval bowl

small large L **8** 20.3 W **5.31** 13.6 L **12** 30.5 W **7.94** 20.2 H **2.75** 7 H **1.94** 4.9 capacity 10.24 oz capacity 35.52 oz #15011144013 #15011146013

x-large

L **14** 35.5 W **9.31** 23.6 H **3.25** 8.2 capacity 57.60 oz #15011147013/M



rectangle pleated platter

L **14.06** 35.8 W **7.56** 19.2 H **1.13** 2.8 #15011262013



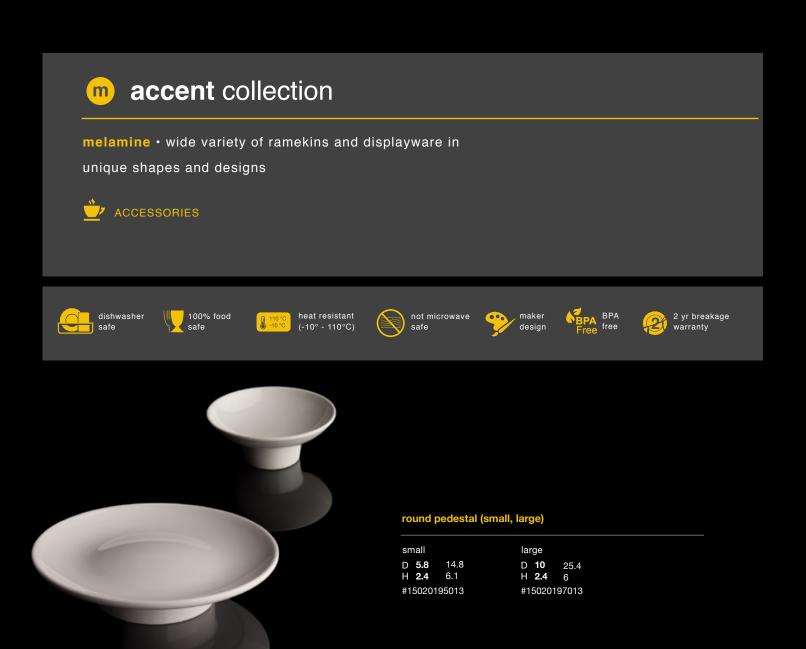
square pleated platter (small, medium)

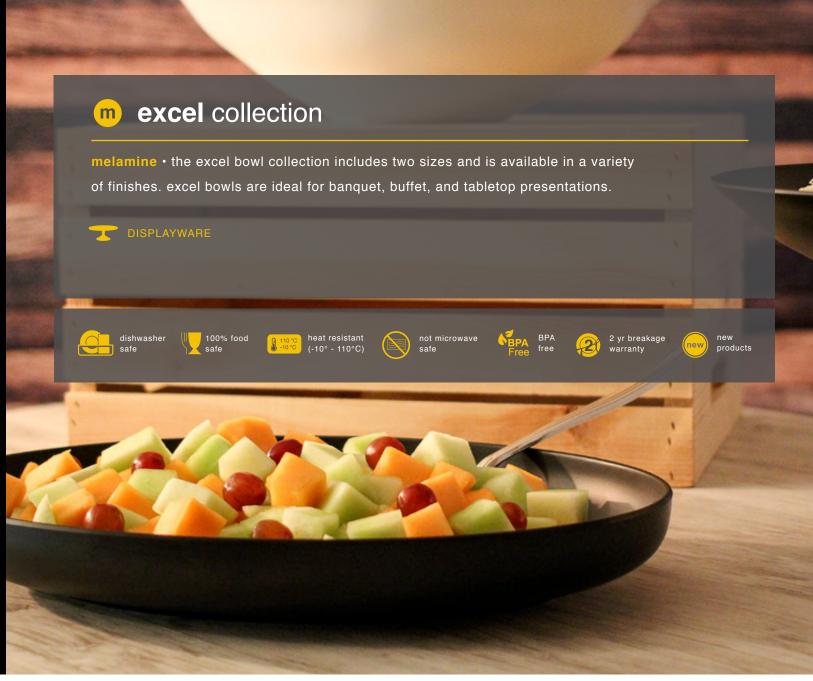
L 11 28 W 8.88 22 L **12.38** 31.5 W **10.06** 25.5 H **1.38** 3.5 H **1.56** 3.5 #15011264013 #15011265013



dessert / sushi tray (medium, large)

L **14.88** 37.8 L **16.94** 43 W **4.94** 12.5 W **5.56** 14.1 H **0.56** 1.5 H **0.56** 1.5 #15011075013 #15011076013







oval ramekin

capacity 3.4 oz

# number ACT500

dimensions (us + metric)

L **4.31** 10.9 W **2.44** 6.2 H **1.75** 4.4



round ramekin

capacity 2.4 oz

number 15020157013



dimensions (us + metric)

L **3.25** 8.2 W **2.94** 7.4 H **2.06** 5.2



triangle ramekin

capacity 4.6 oz number

L **3.94** 10 W 3.56 H 1.56 15020155013

dimensions (us + metric)



also available in the infuse collection



oval pasta bowl (64 oz) number EXC419 - black

EXC319 - touch of honey



dimensions (us + metric) L **10** 25.4 W **7** 17.78

H **2.375** 6.03

number EXC420 - black EXC320 - touch of honey

oval pasta bowl (128 oz)

L **16.5** 41.9 W **12** 30.48 H **2.75** 6.98

dimensions

(us + metric)





melamine • these bowls echo the natural shape of an egg – one of the strongest shapes in nature. available in two oversized dimensions for larger presentations, and in several natural stone finishes.











2 yr breakage warranty









number

ERG102 - stone natural



grey

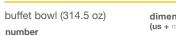






buffet bowl (128.5 oz) number ERG100 - stone natural













buffet bowl (128.5 oz) number ERG101 - stone natural/black





buffet bowl (314.5 oz) number L 17.7 44.96 W 13.6 34.54 ERG103 - stone natural/black





buffet bowl (128.5 oz) number ERG200 - stone grey/black

L **13.7** 34.8 W **10.6** 26.92

buffet bowl (314.5 oz)

L **17.7** 44.96 ERG201 - stone grey/black W **13.6** 34.54











mix & match with the infuse collection



melamine • oversized oval bowls uniquely designed with natural finishes for hotels, casinos, banquet facilities and supermarkets to showcase banquet-sized portions in an appetizing and appealing manner









2 yr breakage warranty









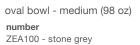
stone natural



touch of honey







dimensions (us + metric) L 13 32.99 W 11 27.91 H 3 7.62



oval bowl - large (130 oz) ZEA101 - stone grey





oval bowl - x-large (152 oz) L 18 45.73 W 16 35.02 H 6 15.24 ZEA102 - stone grey









oval bowl - medium (98 oz) number

L 13 32.99 W 11 27.91 H 3 7.62 ZEA200 - stone natural

dimensions



oval bowl - large (130 oz) number ZEA201 - stone natural

L **16** 40.64 W **13** 33.02 H **5** 12.7

dimensions



oval bowl - x-large (152 oz) number

ZEA202 - stone natural

dimensions L **18** 45.73 W **16** 35.02 H **6** 15.24









oval bowl - medium (98 oz) number

ZEA400 - black

ZEA300 - touch of honey

L **13** 32.99 W **11** 27.91 H **3** 7.62

dimensions

number ZEA401 - black ZEA301 - touch of honey

oval bowl - large (130 oz)

dimensions

L 16 40.64 W 13 33.02 H 5 12.7

oval bowl - x-large (152 oz) dimensions number

L 18 45.73 W 16 35.02 H 6 15.24 ZEA402 - black ZEA302 - touch of honey













melamine • this collection of bowls and plates features two-tone matte finishes, in a wide variety of organic shapes and sizes, that can be mixed and matched







collection details:







2 yr breakage warranty











stone natural

### triangle plate

## small

dimensions

L **6.15** 15.62 W **6.15** 15.62

number

RIV221 - stone grey/black RIV321 - stone natural/black medium

dimensions L **7.83** 19.9 W **7.83** 19.9

number

RIV222 - stone grey/black RIV322 - stone natural/black large

dimensions L **9.75** 24.77 W **9.75** 24.77

number

RIV223 - stone grey/black RIV323 - stone natural/black

### triangle platter

x-large

dimensions L **12** 30.48 W **12** 30.48

number

RIV224 - stone grey/black RIV324 - stone natural/black xxl

dimensions

L 16.5 W 16.5

number

RIV225 - stone grey/black RIV325 - stone natural/black







2-tone triangle bowl (10.15 oz) dimensions (us + metric) RIV200 - stone grey/black

D **4.25** 10.79 H **4.25** 10.79



RIV300 - stone natural/black

2-tone triangle bowl (10.15 oz) dimensions (us + metric)

D **4.25** 10.79 H **4.25** 10.79



2-tone triangle bowl (10.15 oz) dimensions (us + metric)

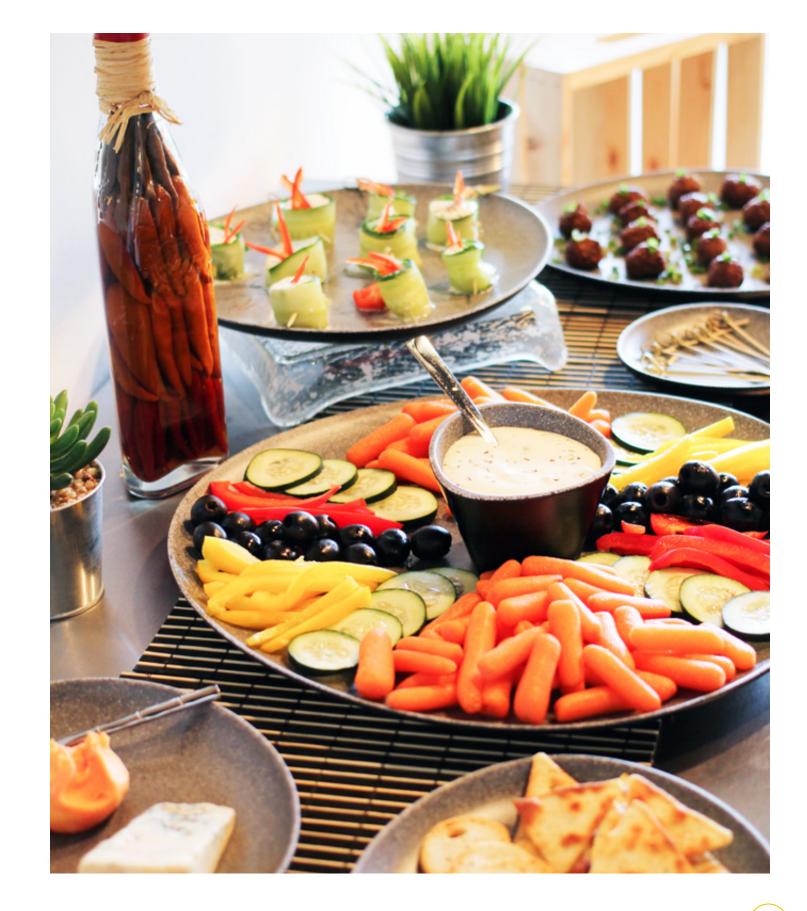
RIV100 - black/touch of honey D **4.25** 10.79 H **4.25** 10.79















BPA BPA free Free product







heat resistant (-10° - 110°C)











m explore collection

durable black melamine

ACCESSORIES

melamine • Japanese cast iron look made from

0		
L	7.68	19.5
W	5	12.7
Н	1.79	4.55

capacity 5.41 oz #15007041012

medium L **11.5** 29.3 W **8** 20.3 H **2.5** 6.34 capacity 26.02 oz

#15007042012

large L **14.53** 36.9 W **10** 25.4 H **3.16** 8.03 capacity 53.43 oz #15007043012

L **17.36** 44.1 W **12** 30.5 H **3.62** 9.2 capacity 87.25 oz #15007044012

x-large

# all cheforward™ products

- all products must be handled with care.
- displayware products have a one year limited warranty.
- product damage from non-recommended use (as noted in care instructions) is not included in this warranty.
- cheforward reserves the right to determine normal usage. this warranty does not apply
  to products that have been used outside the scope of normal use, or has been misused
  or abused in any way.
- any damaged products should be taken out of operational service immediately to avoid any operational liability.
- this warranty does not apply to products purchased for personal, family or household use, and the cherforward license does not offer a written warranty to purchasers for such use.

### return policy:

cheforward will replace any products returned and found to be defective with identical or equivalent pieces on a one-to-one basis. authorization must be obtained from cheforward prior to any return. no return will be accepted without a Return Merchandise Authorization (RMA). an RMA expires if products are not returned within 30 days of RMA issuance. notify cheforward within 60 days of original shipment; no returns will be accepted after this 60-day period. damaged goods are subject to cheforward inspection before issuing a credit or replacement. all returns must be shipped prepaid by the buyer. cheforward is not responsible for any shipping charges on returned items. all returned items must be unused, and returned in their original packaging. A copy of the original invoice must accompany all returns. all returned items are subject to a 25% restocking fee. special orders and custom orders are not eligible for return for credit.

# melamine products



- two year warranty against breakage for melamine products.
- chipping and scratching is considered normal wear and tear, and is not included in this warranty.
- product damage from non-recommended use (per care instructions) is not included in this warranty, including:
- using chlorine-based detergent, bleach, or harsh or abrasive scourers to clean.
- using in the oven or microwave, or with heat lamps, conveyor belts, or plate warmers.
- · placing on/under a flame or grill.
- · heating food on melamine.

- using above 85°C (185°F).
- · using with sharp or serrated knives.
- striking melamine products with or on hard surfaces.
- using melamine products if damaged or chipped – immediately remove from operational use.

# melamine care

### to clean:

melamine is dishwasher-safe, using non-chlorine-based detergents.

- be sure not to overload your dishwasher rack.
- periodically pre-soak melamine products before dishwashing to prevent staining and maintain luster.
- use high-quality pre-soaking detergent to remove hard food or stains.
- clean as soon as possible after use to help avoid stains and protein build-up.
- hand-wash silicone feet.
- when hand-washing, use a woven, non-abrasive pad.

## to remove stains:

use an oxygen-releasing compound.

## to sanitize:

 only use sanitizers developed for commercial use.

## do not:

- use chlorine-based detergent, bleach, or harsh or abrasive scourers to clean.
- use in the oven or microwave.
- use with heat lamps, conveyor belts, or plate warmers.
- place on/under a flame or grill.
- heat food on melamine.
- use above 85°C (185°F).
- use with sharp or serrated knives.
- strike melamine products with or on hard surfaces.
- use melamine products if damaged or chipped – immediately remove from operational use.









PHOTOGRAPHY // Jason M. Brown, Mckay Jaffe, Jordan Ruzic
MARKETING / DESIGN // Design By Theory Media (designbytheory.com)
ROCKS / GEOLOGY // Bruce and Debbie Barlow













# please note:

All metric measurements are in centimeters; all US measurements are in inches.

cheforward makes every effort to maintain the accuracy and quality of the information provided in this catalog. However, cheforward cannot guarantee and assumes no legal liability or responsibility for the accuracy or completeness of the information provided.

The copyright of all content in this catalog is owned by cheforward and/or the various manufacturers of our product. No part of the cheforward catalog may be changed, reproduced, stored in or transmitted on any website or medium without the prior written permission of cheforward.

production production in the production of the p







### corporate office

7401 Security Way Suite 200 Jersey Village, TX 77040



t: +1 800.727.4500 (Toll Free)

t: +1 713.467.9394 (Local)

f: +1 713.467.9396 (Fax)

e: info@getserveware.com

cheforward.com