

Write Now! Commercial Appetite Spotlight on Kitchen Cookware, Utensil, Cutlery, and Flatware Manufacturing



Frankenmuth Insurance wants to write your manufacturers of kitchen cookware, utensils, cutlery, and flatware. American manufacturers of food preparation equipment are expecting [sales to grow 6%](#) each year for the next several years, due to an increasing number of chefs, popularity of cooking shows, family engagement in cooking practices, and new dishes requiring specialized cookware.

This includes manufacturers of:

- Cooking vessels made of materials like stainless steel, aluminum, and copper
- Bakeware made from metal (cookie sheets, cookie cutters, cake pans, and molds)
- Cutting implements like razors, razor blades, scissors, and knives
- Flatware made of non-precious metals

We offer comprehensive Commercial Lines coverages, including:

- Manufacturers Liability and Property Premier
- Property
- General liability
- Inland marine
- Commercial liability umbrella
- Commercial auto
- Workers compensation

A full suite of marketing materials is available for your use. To access these materials and learn about our Manufacturers Premier coverages:

1. Log in to your [iBIS Agency Services Account](#).
2. Select Resources > Marketing > Agency Marketing Platform (AMP). You will be automatically signed into the platform.
3. On the homepage, navigate to the white search bar and type manufacturer or manufacturers to search available content.
4. Alternatively, you can select Marketing Materials from the top blue navigation bar on the homepage. You can search for manufacturer on this page as well or scroll through the available marketing

materials (listed in alphabetical order) until you come to the Manufacturers Premier agent and policyholder brochures.

To customize the Manufacturers Premier policyholder piece:

1. Select the Manufacturers Premier (PH) material.
2. Once in the product description page, select whether you would like to download a PDF version to your desktop or print and ship professional hard copies to your agency. Next, click the blue Build button.
3. You will then be taken to a customization page where you can upload your logo file and verify the contact information shown is accurate.
4. Once you have finished customizing, your PDF will be generated. For print and ship orders, you will be taken to the checkout page to verify shipping information. As a reminder, the first 50 printed copies are FREE for your agency each year.

Appetite spotlights are concise informational blogs about the types of commercial risks we write. Understandably, not all qualifying information is described. Before submitting, please contact your Commercial Lines field manager or underwriter to discuss specific risks.