

July 27, 2026

BY UPS (OVERNIGHT) & EMAIL

Michael Lynch
Kelley Drye & Warren LLP
3 World Trade Center
New York, New York 10007
mlynch@kelleydrye.com

Re: **Unauthorized and Unlawful Use of Meyer / SEB
Trademarks by Caraway Home, Inc.**

Dear Mr. Lynch:

We represent Meyer Corporation, U.S. (“Meyer”) and Groupe SEB USA, Inc. (“SEB”) in intellectual property matters and write on their behalf as well as in the name and on behalf of their affiliates. As you know, Meyer and SEB are among the most successful and respected cookware and bakeware sellers in the United States, with portfolios that include iconic, nationally recognized brands such as All-Clad, T-fal, Farberware, Rachael Ray, Hestan, Anolon, Circulon, and Meyer. These marks are the culmination of decades of effort and investment that has led to substantial consumer goodwill.

We write to demand that your client, Caraway Home, Inc. (“Caraway”), immediately cease and desist from its unauthorized, infringing use of Meyer’s and SEB’s registered trademarks and brand logos in Caraway’s advertising, marketing, and promotional materials. As detailed below, Caraway has engaged in a calculated and pervasive campaign of trademark infringement and false association by displaying registered Meyer and SEB brand logos and trademarks—including ALL-CLAD, T-FAL, FARBERWARE, RACHAEL RAY, HESTAN, ANOLON, CIRCULON, and MEYER (collectively, the “Meyer and SEB Trademarks”)—on Caraway’s commercial website and in paid social media advertising. This unauthorized use is designed to capitalize on the goodwill and brand recognition that Meyer and SEB have built over decades, to create a false impression of affiliation, sponsorship, or endorsement that does not exist, and to harm the reputation of the Meyer and SEB Trademarks by associating them with a disparaging “Big Cookware” narrative.

As you are aware, Meyer and SEB have already filed a federal lawsuit against Caraway in the Southern District of New York, *Groupe SEB USA, Inc. et al. v. Caraway Home, Inc.*, Case No. 1:26-cv-01237 (S.D.N.Y.), asserting claims for false advertising and commercial disparagement under the Lanham Act. The trademark infringement described in this letter constitutes separate

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and additional violations of law—conduct that demonstrates Caraway’s willful disregard for the intellectual property rights of Meyer and SEB and that will be met with appropriate legal action if not immediately corrected.

Caraway’s infringing conduct includes, but is not limited to, the following:

- Displaying the Meyer and SEB Trademarks (All-Clad, T-fal, Farberware, Rachael Ray, Hestan, Anolon, Meyer, and Circulon) in a scrolling banner on Caraway’s commercial landing page at <https://www.carawayhome.com/no-pfas>, under the heading “Who is Big Cookware?” alongside *Caraway* product listings, pricing, and a promotional discount code (“NOPFAS10”) (see attached Exhibit A);
- Running sponsored advertisements on Instagram (and other social media channels) that display the Meyer and SEB Trademarks (including All-Clad, Rachael Ray, T-fal, Farberware, and Hestan) in visual banners alongside promotional messaging about the lawsuit, *Caraway* discount codes, and *Caraway* “Shop Now” calls to action (see below and attached Exhibit B);
- Running sponsored advertisements on Instagram that directly name the Meyer and SEB Trademarks in a commercial sales context, referring to “Big Cookware” as “Brands like Rachael Ray, All-Clad, Hestan, T-fal, Farberware, and more,” while promoting *Caraway* products with discount codes and commercial calls to action (see attached Exhibit C); and
- Embedding the Meyer and SEB Trademarks throughout Caraway’s commercial landing page in a manner designed to drive sales and commercial engagement while creating a false impression of affiliation, sponsorship, or competitive relationship with Meyer and SEB (see attached Exhibit D) (collectively, the “Infringing Uses”).

Liability Under the Lanham Act

The Infringing Uses violate multiple provisions of the federal Lanham Act. Sections 32 and 43(a), 15 U.S.C. §§ 1114 and 1125(a), prohibit unauthorized use of a mark likely to cause confusion, mistake, or deception as to affiliation, connection, sponsorship, or endorsement—including false association and false endorsement claims under 15 U.S.C. § 1125(a)(1)(A). Section 43(c), 15 U.S.C. § 1125(c), separately prohibits dilution of famous marks by blurring or tarnishment. Meyer and SEB (and their affiliates) own valid, subsisting federal registrations for the Meyer and SEB Trademarks, which are famous, nationally recognized marks in continuous use for decades: Caraway’s conduct violates each of these provisions of federal law.

The following factors, among others recognized by courts assessing likelihood of confusion under the Lanham Act, weigh heavily in favor of finding liability:

1. **Strength of the Marks and Similarity of the Goods:** The Meyer and SEB Trademarks are nationally recognized, long-established marks entitled to broad protection against unauthorized use. Meyer, SEB, and Caraway sell directly competitive cookware and bakeware products, and consumers encountering these marks on Caraway’s website

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and advertisements are likely to believe some relationship exists between the companies, particularly where the marks appear alongside Caraway's own products and pricing.

2. **Manner of Use and Evidence of Confusion:** Caraway is displaying *registered brand logos*—not merely referencing brand names—in a scrolling banner under the heading “Who is Big Cookware?” immediately adjacent to product listings, pricing, and promotional discount codes, an approach calculated to create consumer confusion and far exceeding what is reasonably necessary to identify competitors. This conduct also implicates the “initial interest confusion” doctrine recognized in the Second Circuit, under which a defendant’s use of a plaintiff’s marks to capture consumer attention—even if confusion is later dispelled—is independently actionable. *See Grotrian, Helfferich, Schulz, Th. Steinweg Nachf. v. Steinway & Sons*, 523 F.2d 1331, 1341-42 (2d Cir. 1975); *Int’l Info. Sys. Sec. Certification Consortium, Inc. v. Sec. Univ., LLC*, 823 F.3d 153, 167-68 (2d Cir. 2016).
3. **Intent:** Caraway’s intent is unmistakably bad faith. Caraway is using the Meyer and SEB Trademarks to drive commercial sales of *Caraway* products, not for legitimate comparative advertising, and to cast the Meyer and SEB Trademarks in a negative light through its disparaging “Big Cookware” narrative. Such willful infringement supports an award of enhanced damages, including treble damages, and attorneys’ fees under 15 U.S.C. § 1117(a) and (b).

The Infringing Uses also constitute false association and false endorsement under Section 43(a), 15 U.S.C. § 1125(a)(1)(A), which prohibits use of a mark likely to cause confusion or deception as to affiliation, connection, association, sponsorship, or approval. By prominently displaying the Meyer and SEB Trademarks in a commercial context designed to drive sales, Caraway creates a false impression that Meyer and SEB have authorized, sponsored, or are otherwise affiliated with Caraway’s “Big Cookware” marketing campaign—a narrative entirely of Caraway’s own creation, for which no such authorization, approval, or other business relationship exists. *See Dallas Cowboys Cheerleaders, Inc. v. Pussycat Cinema, Ltd.*, 604 F.2d 200, 205 (2d Cir. 1979) (false endorsement claim lies where defendant’s use “creates an incorrect impression that the plaintiff sponsored or otherwise approved of the use of the trademark”); *Int’l Info. Sys. Sec. Certification Consortium, Inc. v. Sec. Univ., LLC*, 823 F.3d 153 (2d Cir. 2016).

The Infringing Uses also constitute trademark dilution under Section 43(c), 15 U.S.C. § 1125(c). The Meyer and SEB Trademarks are famous marks with widespread, decades-long consumer recognition, and Caraway’s unauthorized use dilutes them by both blurring and tarnishment. Caraway’s prominent display of these marks alongside its own products and branding weakens the singular association between the marks and their owners by creating new, unauthorized commercial associations. 15 U.S.C. § 1125(c)(2)(B).

Caraway’s conduct separately—and just as clearly—constitutes dilution by tarnishment under 15 U.S.C. § 1125(c)(2)(C), which reaches uses that “harm[] the reputation of the famous mark.” Tarnishment is not an incidental byproduct of Caraway’s “Big Cookware” campaign; it is its evident purpose. Rather than engaging in legitimate comparative advertising, Caraway has

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paired the Meyer and SEB Trademarks with a false narrative branding Meyer and SEB as corporate villains, casting these iconic brands in a deliberately negative light. Associating a famous mark with an unsavory or damaging narrative in this manner is precisely the harm Section 43(c)(2)(C) is designed to prevent. *See Starbucks Corp. v. Wolfe’s Borough Coffee, Inc.*, 588 F.3d 97, 110 (2d Cir. 2009) (tarnishment occurs where a mark is linked to an unwholesome or unsavory context likely to evoke negative associations). This harm is compounded by Caraway’s use of Meyer’s and SEB’s registered logos, not merely their brand names, directly alongside the disparaging campaign messaging, ensuring that consumers who encounter the campaign will associate the negative narrative with the marks themselves.

Fair Use Defense is Inadequate

Caraway cannot escape liability by claiming that its use of the Meyer and SEB Trademarks somehow is protected “fair use.” Both forms of fair use under the Lanham Act—nominative fair use and descriptive (classic) fair use—are inapplicable to Caraway’s conduct.

Nominative Fair Use. Nominative fair use permits use of another’s trademark to refer to the trademark holder’s own products, but only where: (1) use of the mark is necessary to describe the plaintiff’s product; (2) only so much of the mark is used as necessary; and (3) the use does not suggest sponsorship or endorsement by the plaintiff. *See Int’l Info. Sys. Sec. Certification Consortium, Inc. v. Sec. Univ., LLC*, 823 F.3d at 167. Caraway’s conduct fails all three prongs.

First, displaying Meyer’s and SEB’s registered brand *logos* far exceeds what is “reasonably necessary” to identify competitors. If Caraway’s purpose were merely to identify the parties to the pending lawsuit or to engage in legitimate comparative advertising, the brand names alone would suffice. The display of registered logos—with their distinctive fonts and designs—goes far beyond what is necessary for identification and is instead designed to capitalize on the widespread visual recognition and goodwill associated with those marks.

Second, the commercial context described above negates any fair use defense. Caraway is using these marks to drive sales through web links and discount offerings, not for purely informational or comparative purposes. Courts consistently recognize that when a defendant uses a trademark primarily to capitalize on the mark holder’s goodwill for commercial gain, the fair use defense is often unavailable due to bad faith. *See, e.g., Tiffany & Co. v. Costco Wholesale Corp.*, 971 F.3d 74, 92-93 (2d Cir. 2020).

Third, Caraway’s use unmistakably suggests sponsorship or endorsement. The prominent display of the Meyer and SEB Trademarks alongside Caraway products, with messaging that positions Caraway as fighting against “Big Cookware,” creates an impression of a competitive relationship or opposition sanctioned by Meyer and SEB. Consumers may reasonably believe that Meyer and SEB have authorized this use or that some commercial or legal relationship exists. No such authorization or relationship exists, and any such impression is false.

Descriptive Fair Use Does Not Apply. Descriptive (classic) fair use is a statutory defense permitting use of another’s mark “otherwise than as a mark” when done fairly and in good faith to describe the user’s own goods. *See* 15 U.S.C. § 1115(b)(4); *KP Permanent Make-Up, Inc. v.*

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Lasting Impression I, Inc., 543 U.S. 111, 118-19 (2004). This defense is wholly inapplicable. Caraway is not using the Meyer and SEB Trademarks to describe Caraway's own products—it is using the Meyer and SEB Trademarks to identify Meyer and SEB and their products, and to associate Meyer and SEB with a false narrative of “Big Cookware” villainy. This is use as a trademark, not descriptive use.

Moreover, Caraway's conduct is not undertaken in “good faith.” Caraway is plainly aware of Meyer's and SEB's trademark rights and is also aware that it is using the Meyer and SEB Trademarks without authorization. Caraway's continued and expanded use of the Meyer and SEB Trademarks under these circumstances demonstrates willful disregard for Meyer's and SEB's intellectual property rights.

The *Rogers* test provides heightened First Amendment protection for expressive works (such as artistic titles or content) that use another's trademark, but only where the use has “artistic relevance” and is not “explicitly misleading.” *Rogers v. Grimaldi*, 875 F.2d 994, 999 (2d Cir. 1989). Caraway's use fails both prongs and is outside the scope of *Rogers* protection in any event: the commercial display described above is ordinary commercial advertising, not an expressive work, and it is “explicitly misleading” as to affiliation, sponsorship, or endorsement. *See Rogers*, 875 F.2d at 999-1000.

Demands

In light of the foregoing, Meyer and SEB demand that Caraway immediately take the following actions:

1. Cease and desist from all use of the Meyer and SEB Trademarks and any other trademarks, brand names, or logos owned by Meyer or SEB, in any advertising, marketing, promotional materials, website content, social media posts, paid advertisements, or any other public-facing materials, in any manner that suggests affiliation, sponsorship, endorsement, or any other association with Meyer or SEB.
2. Remove all infringing content from all platforms and channels, including but not limited to: (a) the Caraway website page at <https://www.carawayhome.com/no-pfas>, including the scrolling logo banner and all displays of the Meyer and SEB Trademarks; (b) all sponsored Instagram posts and advertisements that display the Meyer and SEB Trademarks; (c) all other social media posts, advertisements, and content on any platform (including but not limited to Facebook, LinkedIn, TikTok, and X/Twitter) that use the Meyer and SEB Trademarks; and (d) any other website pages, landing pages, or online content that display the Meyer and SEB Trademarks.
3. Execute a written agreement, in a form acceptable to Meyer and SEB, confirming that Caraway will not use the Meyer and SEB Trademarks in any manner that

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suggests affiliation, sponsorship, endorsement, or any other association with Meyer and SEB.

4. Implement a litigation hold and preserve all documents, communications, data, and electronically stored information relating to: (a) Caraway's use of the Meyer and SEB Trademarks; (b) the creation, approval, dissemination, and performance of any advertising or marketing materials that include the Meyer and SEB Trademarks; (c) any consumer response, feedback, or complaints relating to Caraway's use of the Meyer and SEB Trademarks; and (d) any internal discussions or communications regarding the pending litigation or this demand letter. The obligation to preserve evidence includes, without limitation, all emails, text messages, Slack messages, internal memoranda, marketing materials, creative briefs, advertising performance data, website analytics, and social media metrics.

Please provide a written response to this letter by no later than **August 10, 2026**, confirming that Caraway has complied with or will comply with each of the demands set forth above, and providing a detailed timeline for completion of any actions not yet fully completed.

If Caraway fails to comply with these demands in full, Meyer and SEB will not hesitate to pursue all available legal remedies, including but not limited to seeking injunctive relief, monetary damages (including actual damages and treble damages for willful infringement), disgorgement of Caraway's profits attributable to the infringing conduct, and attorneys' fees and costs. Given the willful nature of Caraway's conduct and its demonstrated disregard for Meyer's and SEB's intellectual property rights, Meyer and SEB are fully prepared to litigate these claims to judgment.

To be clear, Meyer and SEB are not trying to "silence" Caraway, as Caraway has falsely claimed. Meyer and SEB merely seek that Caraway comply with the same laws applicable to other companies, including Caraway's competitors. This is only fair.

This letter is not a complete statement of Meyer's and SEB's rights, claims, or remedies, all of which are hereby expressly reserved pending further factual development and investigation. Nothing in this letter shall be construed as an admission or waiver of any rights, remedies, or causes of action, whether known or unknown, whether accrued or unaccrued, including but not limited to claims for trademark infringement under 15 U.S.C. §§ 1114 and 1125(a); false designation of origin and false advertising under 15 U.S.C. § 1125(a); trademark dilution under 15 U.S.C. § 1125(c); unfair competition under federal and state law; and common law trademark infringement and unfair competition. Reserved remedies include, but are not limited to, actual damages; disgorgement of Caraway's profits attributable to the infringing conduct; treble damages and enhanced remedies for willful infringement; preliminary and permanent injunctive relief; corrective advertising; destruction or recall of infringing materials; and attorneys' fees and costs pursuant to 15 U.S.C. § 1117 and other applicable statutes.

Meyer's and SEB's investigation into Caraway's infringing conduct is ongoing. We reserve the right to supplement or amend the claims and factual allegations set forth in this letter as additional information becomes available.

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We expect Caraway's prompt attention to this matter. We have addressed this correspondence to you as you are known legal counsel for Caraway. If for any reason you believe you are not the correct recipient, please share this letter with Caraway or advise us promptly that you will take no action to do so, in which case we will deliver it to Caraway ourselves. Should you have any questions, please contact me directly.

Sincerely,

A handwritten signature in black ink, appearing to read 'K. Young', with a long, sweeping horizontal line extending to the right.

Kristine M. Young
Partner

cc: Meyer Corporation, U.S. and Groupe SEB legal counsel
Isabelle Pierre
Francis Conway

EXHIBIT A

A MESSAGE TO OUR COMMUNITY

Big Cookware* wants to silence us. We're not backing down.

We're fighting for a world without PFAS. Big Cookware wants to silence us. Make the swap to Caraway and take 10% off your first order with code: **NOPFAS10**

Shop Now →

Learn More



*Who is Big Cookware?

RACHAEL RAY

All-Clad

HESTAN

T-fal

FARBERWARE

ANOLON

MEYER

Great
Jingles

CIRCULON

RACHAEL RAY

All-Clad

HESTAN

From Our Founder ▾

Our Commitment ▾

Our Journey ▾

Testing Reports ▾

15k+

Different types of PFAS or forever chemicals

8

States restricting them in cookware

2

Industry giants fighting to keep them in use

1

Small company that is not backing down

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Best Sellers New Arrivals

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Cookware Set

\$675 \$445 (34% off) **SAVE \$230**



Quick Shop →



Fry Pan

\$125



Quick Shop →



Bakeware Set

\$605 \$445 (26% off) **SAVE \$160**



Quick Shop →



Dutch Oven

\$165



Quick Shop →

Shop Clean Kitchenware



[Shop Cookware →](#)



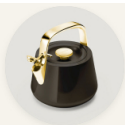
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[Shop Prepware →](#)



[Shop Tea Kettle →](#)



[Shop Linens →](#)



A Note from our Founder

As a parent, the question of what goes into our products is constant. That same instinct to protect the people closest to me is what drives every decision at Caraway.

I founded Caraway in 2019 after getting a closer look at how the cookware industry really operates.

"Industry standard" has never been our standard. Since the start, Caraway has been rooted in intention, refinement, testing, and the belief that you deserve an alternative to forever chemicals.

Six years later, the two largest cookware conglomerates have sued us for leading the way in giving you that choice.

Groupe SEB and Meyer, makers of All-Clad, T-fal, Farberware, Rachael Ray, Anolon, Circulon, Hestan, and many more, filed a federal lawsuit against Caraway on February 13, 2026.

This is an attempt to silence a small company that has disrupted an old-school industry, and we are not backing down.

Our ask to you? Stand with us.

Together, we can lead the fight in creating the first generation of non-toxic homes.

— Jordan Nathan, Founder & CEO

Jordan Nathan

[Sign The Petition →](#)

Join the Movement

Hundreds of PFAS Tested, Zero Detected

Join the Movement

Clean Materials, No Caveats

Join the Movement

We are Not Backing Down

Join the Movement

Join the Movement

40k+

Global employees at Groupe SEB & Meyer

100

Total employees at Caraway

\$\$\$\$

Annual Groupe SEB & Meyer lobbying budget

\$0

Annual Caraway lobbying budget

[Sign The Petition →](#)

So, Sue Us...

For Refusing to Use PFAS

Our signature ceramic coating is tested by independent, accredited labs for over 600 types of PFAS, Total Organic Fluorine, and 20+ heavy metals. We do not just claim to be PFAS-free. We prove it—and we publish the reports. Find them [here](#).

For Paying Attention

For Checking the Facts

For Giving You a Choice

[Sign The Petition →](#)



2019. Caraway Is Founded

Jordan Nathan launches Caraway with a single mission: to make cookware without forever chemicals. Our cookware has been PFAS-free from day one. The first pan ships with zero PTFE, zero PFOA, zero PFAS.

2022. The Regulatory Tide Turns

Multiple U.S. states introduce or pass legislation restricting PFAS in cookware. The European Union follows. Minnesota's ban becomes law. Big Cookware is put on notice.

2024. The Cookware Sustainability Alliance Is Formed

Major cookware manufacturers, including Meyer Corporation and Groupe SEB, form a 501(c)(6) non-profit organization to advocate for PTFE-based coatings and oppose PFAS-in-cookware legislation. They sue the state of Minnesota.

2026. The Lawsuit Is Filed

Groupe SEB and Meyer file a lawsuit against Caraway Home, an attempt to use the legal system to suppress a competitor's innovation and silence the consumer conversation about PFAS.

Join the Movement

Sign our petition. Share this page. Let the world know which side of history you are on.

[Sign The Petition →](#)



Transparency Is Our Standard

Every Caraway product is independently tested by third-party accredited laboratories. Our reports are publicly available at carawayhome.com/third-party-testing.

These are the facts about our signature ceramic coating that they cannot sue away:

- ✓ 600 types of PFAS and Total Organic Flourine tested - zero detected within reporting limits
- ✓ 20+ heavy metals tested, including lead and cadmium - all clear
- ✓ Third-party laboratory results - publicly available

[Shop Now →](#)

ONE LAST WORD TO BIG COOKWARE

Go pick on someone your own size.

[Sign The Petition →](#)

Resources:

[About PFAs, also known as "Forever Chemicals"](#)

[Groupe SEB et al. v. Caraway - Complaint](#)

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Shop

- Cookware
- Best Sellers
- New Arrivals
- Bundle & Save
- Retail Locations
- Take the Quiz
- Send a Gift

Company

- Blog
- Careers
- Our Story
- Our Materials
- Third-Party Test Results

Help

- FAQs
- Warranty
- My Account
- Order Status
- Accessibility
- Returns Portal
- Care & Cleaning
- Shipping & Returns

Contact

- Trade Program
- Press Inquiries
- Become an Affiliate
- Become an Ambassador
- Hello@carawayhome.com

*Free shipping applies to locations within the contiguous U.S., and excludes ~~Hawaii~~ ~~Alaska~~ and destinations outside of the U.S.

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EXHIBIT B



Caraway
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We're trying to upgrade your kitchen. They're trying to sue us for it. Curious why we're so popular? See for yourself:



Big Cookware is suing us...

And we're not backing down.

As we fight for a world without forever chemicals, the world's two largest cookware conglomerates are suing us to keep PTFE on the shelves.

carawayhome.com

**Use Code NOPFAS10 for 10%
Off Your First Order**

[Learn more](#)

EXHIBIT C



Caraway
Sponsored



Pans so good, they disrupted a whole industry. Ditch the forever chemicals, upgrade for less.

Caraway

Big Cookware* Hates These Pans

Because we're fighting for a PFAS-free future.

Save **10% off orders \$545+** using code **NOPFAS10**



*Brands like Rachael Ray, All-Clad, Hestan, T-Fal, Farberware, and more.

EXHIBIT D

A MESSAGE TO OUR COMMUNITY

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We're fighting for a world without forever chemicals. They're suing us for it.

Sign The Petition →

Learn More



*Who is Big Cookware?

RACHAEL RAY

All-Clad

HESTAN

T-fal

FARBERWARE

ANOLON

MEYER

Great
Jones

CIRCULON

RACHAEL RAY

All-Clad

HESTAN

From Our Founder ▾

Our Commitment ▾

Our Journey ▾

Testing Reports ▾

15k+

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2

Industry giants fighting to keep them in use

1

Small company that's not backing down

Sign The Petition →



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For Paying Attention

+

For Checking the Facts

+

For Giving You a Choice

+

Sign The Petition →



Fighting for Your Kitchen Since 2019



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 - Become an Ambassador
 - Hello@carawayhome.com

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