



NEWS RELEASE

Ninja Launches New Nonstick Ceramic-Coated Cookware That Won't Quit On You

2026-09-10

New NeverQuit™ Cookware Expands Ninja's Commitment to Long-Lasting Kitchen Performance, Following the Recent Launch of NeverDull® Pro Cutlery

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced the launch of Ninja NeverQuit™ Cookware, a new line of non-toxic¹, nonstick ceramic-coated pots and pans engineered to stand up to everyday cooking, so you can cook confidently without worrying about damaging your cookware.

Ninja NeverQuit Cookware

Ceramic cookware is often chosen for its nonstick

performance and material composition, but daily cooking, cleaning and storage can take a serious toll over time. Ninja NeverQuit™ Cookware challenges that tradeoff, bringing together ceramic nonstick performance durability in a collection built for everyday use.

"Consumers love what ceramic cookware offers, but they shouldn't have to accept that its performance comes with an expiration date," said Kait Hebert, Global Chief Marketing Officer at SharkNinja. "Too much ceramic cookware is made to look good at first but underperforms over time. Ninja NeverQuit™ is our answer: ceramic cookware that's durable, long lasting and built to show up and show off from month one to year one and beyond."

Cookware that NeverQuits™

Delicate pans are done. Ninja NeverQuit™ is designed for the realities of everyday cooking, combining lasting performance with features that simplify cooking, cleanup and storage. From frying eggs to finishing a meal in the

oven, it's built to keep performing.

Standout features of Ninja's NeverQuit cookware:

- 2x more durable than the leading competitor² – Ceramic-coating nonstick cooking surface engineered to maintain performance.
- Made without lead, cadmium, PTFE, PFOA and PFAS – A ceramic cooking surface designed with material safety in mind.
- 3-year coating guarantee – Incredible durability backed by a manufacturer guarantee covering performance and durability.
- Built for everyday cooking – Dishwasher-safe, metal-utensil-safe and oven-safe up to 550°F.
- Innovative NeverChip™ System with LayFlat™ lids and nesting guides – Helps protect cookware during storage while allowing pieces to nest compactly without additional accessories.

NeverQuit™ is the latest example of Ninja taking on a familiar kitchen frustration: products that perform on day one but don't keep up over time. That same thinking is behind the recently launched **Ninja NeverDull® Pro Cutlery System**.

Knives that stay shockingly sharp for 10 years.

Knives start sharp but keeping them that way is the challenge. Ninja NeverDull® Pro Cutlery is engineered to deliver long-lasting sharpness, from day 1 to year 10³, guaranteed.

The 11-piece system combines premium German stainless steel with Ninja's one-of-a-kind NeverDull® Technology, and space-saving, modular design:

- Premium German stainless steel blades - Engineered for edge retention and a fierce edge in the kitchen.
- Removable NeverDull® Sharpener – A built-in ceramic wheel sharpens at the ideal angle and pressure, making it easy to maintain blade sharpness at home.
- Removable StoreAway steak knives - Remove unused knives from the block to save up to 30% more counter space ⁴; even bring them to the table.

Together, NeverQuit™ and NeverDull™ Pro bring the same expectation to two kitchen essentials: performance that's built to last.

Coming Soon: Ninja Eversear™ Hybrid Stainless-Steel Cookware

And Ninja isn't done with cookware. Later this month, the brand will launch **Ninja Eversear™**, a non-toxic¹ hybrid stainless-steel cookware line built to take the heat.

Ninja NeverQuit™ Cookware starts at \$99.99 and will be available beginning September 10 at **SharkNinja.com**. The Ninja NeverDull® Pro Cutlery System, which starts at \$199, is available now at **SharkNinja.com**. Ninja Eversear™ will be available later this year.

¹ Nontoxic coating is designed without lead, cadmium, PFAS, PFOA, PTFE, or hard anodization
² Vs. K12010 with sharpener & steak knives removed

About SharkNinja

SharkNinja is a global product design and technology company, with a diversified portfolio of 5-star rated lifestyle solutions that positively impact people's lives in homes around the world. Powered by two trusted, global brands, Shark and Ninja, the company has a proven track record of bringing disruptive innovation to market, driving significant growth and market share gains. Headquartered in Needham, Massachusetts, with more than 4,100 associates, the company's products are sold at key retailers worldwide, online and offline, and through distributors around the world. For more information, please visit sharkninja.com.

Investor Relations: ir@sharkninja.com

Public Relations: pr@sharkninja.com

Source: SharkNinja