Sample 01 · Fernhollow cast iron skillet · amazon.de

Sample, fictional brand. Fernhollow, its product and its fact sheet are invented to show our work. Not client work.

0. Client input (fictional fact sheet)

- Pre-seasoned cast iron skillet, seasoned with vegetable oil; seasoning becomes smoother with use; no PTFE coating.
- Top diameter 10.25 in (26 cm), cooking surface 8.3 in (21 cm), depth 2 in (5 cm), weight 5.3 lb (2.4 kg).
- For gas, electric, glass-ceramic and induction hobs, oven up to 500 °F (260 °C), grill and campfire.
- Two pour spouts, helper handle, silicone handle cover heat-resistant to 450 °F (232 °C).
- Care: hand wash with hot water, dry immediately, oil lightly; not dishwasher safe. Handle gets hot.
- Box: 1 skillet, 1 silicone handle cover.

The English source listing (typical US style, written by us for this sample)

> **Title:** Fernhollow Pre-Seasoned Cast Iron Skillet 10.25 Inch – #1 Best-Selling Eco-Friendly Non-Toxic Frying Pan for Stove, Oven, Grill & Campfire
>
> - NATURALLY NON-STICK & CHEMICAL-FREE: PFAS-free, PTFE-free, non-toxic cooking for your family
> - OVEN SAFE TO 500°F, works on all stovetops including induction and over the campfire
> - LIFETIME WARRANTY + FREE SHIPPING – the perfect Thanksgiving gift
> - 10.25" diameter, 5.3 lbs of heirloom-quality cast iron

"Before": what a word-for-word translation gives you

> **Title:** Fernhollow Vorgewürzte Gusseisen Bratpfanne 10.25 Zoll #1 Bestseller Umweltfreundlich Kochgeschirr Für Herd Und Ofen
>
> - VORGEWÜRZT & BEREIT ZU KOCHEN: Natürlich antihaft, chemiefrei und ungiftig, perfekt für dein Küche!
> - BACKOFENSICHER bis 500°F, funktioniert auf allen Herden inklusive Induktion und Lagerfeuer
> - LEBENSLANGE GARANTIE und kostenloser Versand, das perfekte Thanksgiving Geschenk
> - Grösse 10.25", Gewicht 5.3 lbs

Our automatic check on this "before" version: **13 FAIL, 9 WARN**: title too long (116/75), "#1" and "Bestseller" (banned on Amazon), "umweltfreundlich" (banned generic green claim in Germany since 27 Sep 2026), °F, inches ("Zoll" and 10.25"), lbs, "Thanksgiving", "kostenloser Versand",

Swiss "Grösse", brand name and an ASIN in the backend terms; warnings for decimal points, English Title Case, "vorgewürzt" (means pre-spiced), "ungiftig", "Garantie" and repeated backend words.

1. Summary

- Language delivered: German (amazon.de)
- QA: automatic check **0 FAIL, 0 WARN** · back-translation matched every number in the fact sheet · German reviewed by Leo (native speaker), 27 Oct 2026
- Address form: Sie

2. Listing: German (amazon.de)

After: our German listing

Field	Text	Length
Title	Fernhollow Gusseisenpfanne 26 cm, eingebrannt, Induktion, backofenfest	70/75 characters
Highlights	Gusspfanne für alle Herdarten inkl. Induktion, backofenfest bis 260 °C, mit zwei Ausgießern und Silikon-Griffhülle	114/125 characters
Bullet 1	BEREITS EINGEBRANNT: Die Pfanne ist ab Werk mit Pflanzenöl eingebrannt und sofort einsatzbereit. Mit jeder Nutzung wird die Patina glatter – ganz ohne PTFE-Antihaftbeschichtung.	177 characters
Bullet 2	FÜR JEDEN HERD: Geeignet für Gas, Elektro, Glaskeramik und Induktion sowie für Backofen, Grill und Lagerfeuer. Backofenfest bis 260 °C, damit Sie Steaks scharf anbraten und im Ofen fertig garen können.	201 characters
Bullet 3	HÄLT DIE HITZE: 2,4 kg Gusseisen speichern die Wärme lange und geben sie gleichmäßig ab. Maße: 26 cm Durchmesser oben, 21 cm Bodendurchmesser, 5 cm Randhöhe.	157 characters
Bullet 4	DURCHDACHTE DETAILS: Zwei Ausgießer, ein Gegengriff zum sicheren Anheben und eine Silikon-Griffhülle, hitzebeständig bis 232 °C.	128 characters
Bullet 5	PFLEGE UND LIEFERUMFANG: Von Hand mit heißem Wasser reinigen, sofort abtrocknen und dünn einölen; nicht spülmaschinengeeignet. Im Paket: 1 Gusseisenpfanne, 1 Silikon-Griffhülle.	177 characters
Description	Die Fernhollow Gusseisenpfanne ist für alle gemacht, die gern kräftig anbraten: Steaks, Bratkartoffeln, Spiegeleier oder Gemüse aus dem Ofen. Die Pfanne ist bereits mit Pflanzenöl eingebrannt und sofort einsatzbereit. Das massive Gusseisen (2,4 kg) speichert die Hitze und gibt sie gleichmäßig an das Bratgut ab. Die Pfanne funktioniert auf Gas, Elektro, Glaskeramik und Induktion, im Backofen bis 260 °C, auf dem Grill und am Lagerfeuer. Maße: 26 cm Durchmesser oben, 21 cm Bodendurchmesser, 5 cm Randhöhe. Zwei Ausgießer, ein Gegengriff und eine Silikon-Griffhülle (hitzebeständig bis 232 °C) erleichtern das Arbeiten.	839/2,000 characters

Field	Text	Length
	Pflege: Von Hand mit heißem Wasser reinigen, sofort gründlich abtrocknen und dünn mit Speiseöl einreiben. Bitte nicht in die Spülmaschine geben. Der Griff wird heiß – nutzen Sie die Griffhülle oder einen Topflappen.	
Backend search terms	eisenpfanne bratpfanne gusseiserne skillet grillpfanne feuerpfanne steakpfanne camping outdoor gasherd glaskeramik lagerfeuerpfanne guss schwer	143/249 bytes

English back-translation (included in every order)

Field	What the German says, in plain English
Title	Fernhollow cast iron pan 26 cm, pre-seasoned, induction, oven-safe
Highlights	Cast pan for all hob types incl. induction, oven-safe up to 260 °C, with two pouring spouts and a silicone handle sleeve
Bullet 1	ALREADY SEASONED: The pan comes seasoned with vegetable oil from the factory and is ready to use at once. The patina gets smoother with every use, entirely without a PTFE non-stick coating.
Bullet 2	FOR EVERY HOB: Suitable for gas, electric, glass-ceramic and induction, and for the oven, grill and campfire. Oven-safe up to 260 °C, so you can sear steaks hard and finish them in the oven.
Bullet 3	HOLDS THE HEAT: 2.4 kg of cast iron store heat for a long time and release it evenly. Dimensions: 26 cm diameter at the top, 21 cm base diameter, 5 cm rim height.
Bullet 4	WELL-THOUGHT-OUT DETAILS: Two pouring spouts, a helper handle for safe lifting and a silicone handle sleeve, heat-resistant up to 232 °C.
Bullet 5	CARE AND CONTENTS: Clean by hand with hot water, dry at once and oil lightly; not dishwasher-safe. In the box: 1 cast iron pan, 1 silicone handle sleeve.
Description	The Fernhollow cast iron pan is made for everyone who likes to sear hard: steaks, fried potatoes, fried eggs or vegetables from the oven. The pan comes seasoned with vegetable oil and is ready to use at once. The solid cast iron (2.4 kg) stores the heat and releases it evenly to the food. The pan works on gas, electric, glass-ceramic and induction, in the oven up to 260 °C, on the grill and over a campfire. Dimensions: 26 cm diameter at the top, 21 cm base diameter, 5 cm rim height. Two pouring spouts, a helper handle and a silicone handle sleeve (heat-resistant up to 232 °C) make cooking easier. Care: clean by hand with hot water, dry thoroughly at once and rub lightly with cooking oil. Please don't put it in the dishwasher. The handle gets hot: use the handle sleeve or a pot holder.

A back-translation shows the meaning, not polished English copy. Every client order includes one.

3. Keywords

Keyword	Where used	Source
Gusseisenpfanne	Title	Search-engine results: competitor titles on German retail sites use "Gusseisenpfanne 26 cm ... eingebrannt ... Induktion" (26 Oct 2026)
eingebrannt	Title, bullet 1	Same search results ("induktionsgeeignet und eingebrannt")
26 cm	Title	Fact sheet (10.25 in); the size German shoppers search in cm
Induktion, backofenfest	Title	Search results + fact sheet
Gusspfanne, Eisenpfanne, gusseiserne, Skillet, Grillpfanne, Feuerpfanne	Highlights, backend	Variants seen in the same search results
Steakpfanne, Lagerfeuerpfanne, camping, outdoor	Backend	Use cases from the fact sheet
No search volumes are given: we don't invent numbers. With a client's Brand Analytics export, we would rank these by real search data.		

4. Claim check (4 categories)

Source claim (EN)	Category	What we did
"#1 Best-Selling"	Language issue	Removed: Amazon bans rankings and "Bestseller" in listings
"Eco-Friendly"	May need a lawyer's review	Removed: in Germany a generic green claim needs recognised excellent environmental performance (e.g. EU Ecolabel)
"Non-Toxic", "Chemical-Free"	Evidence missing	Removed: vague and unprovable as written
"PFAS-free, PTFE-free"	Evidence missing	Replaced by the fact from your sheet: "ohne PTFE-Antihaftbeschichtung"; "PFAS-frei" only with a lab report
"Naturally non-stick"	Suggested wording	"Mit jeder Nutzung wird die Patina glatter" (from your sheet)
"Lifetime Warranty"	May need a lawyer's review	Removed: a "Garantie" in Germany needs written terms; send them and we add it correctly
"Free shipping", "Thanksgiving gift"	Language issue	Removed: Amazon bans shipping promises; Thanksgiving isn't a German occasion
"Oven safe to 500°F", "10.25 inch", "5.3 lbs"	Suggested wording	Converted: 260 °C, 26 cm, 2,4 kg

This check flags wording and offers rewritten copy for your review. It is not legal advice or a compliance check; you approve all claims before publishing.

5. Safety information (German, from the fact sheet)

Your text (EN)	German
Handle gets hot. Use the handle cover or an oven mitt.	Der Griff wird heiß – nutzen Sie die Griffhülle oder einen Topflappen.

6. Translation notes

- "Pre-seasoned" = "eingebrannt" (the term German cast-iron buyers use), not "vorgewürzt" (a literal mistranslation meaning "pre-spiced").
- "Ceran" avoided: it's a trademark; we wrote "Glaskeramik".
- All imperial values converted; German number format (2,4 kg, 260 °C).