

Bauscher's new full product range for the hotel business and gastronomy

***Pleasure* – Perfect presentation for perfect meals**

Weiden, February 2009. The pursuit of perfection incites gastronomes to maximum performances again and again. The challenge is enormous: Guests only settle for the best – also with regard to porcelain. Bauscher has known this requirement since 1881: Those who pursue perfection have to keep in mind the big picture as well as the little detail. With ***Pleasure***, Bauscher's new collection for professional tableware, which will be presented at the Internorga 2009, guests can experience the perfection of perfect meals. The new program of white hard porcelain boasts with its balanced proportion of asymmetry and organic form and radiates elegance as well as a wonderful clearness.

The extraordinary pieces – plates, bowls, platters, pots and cups – let the beauty of geometric shapes that has fascinated people for ages speak for itself. Yet ***Pleasure*** offers even more: It does not only borrow the shapes of squares and triangles. It extends and stretches them. It varies them. It brings movement into the sophisticated play of porcelain, provides fresh wind and causes a pleasant lightness, whose creative work is not perceived immediately. ***Pleasure*** radiates a love of experimentation that does only have one objective: leaving the familiar and ordinary behind and creating something unique. Fascinating, surprising and exciting guests from all around the world. With perfect shapes.