

Bauscher: Internorga 2010 Product Launch & News(02/2010)

Internorga – Bauscher launches new ‘Enjoy’ collection

Enjoying the good things in life, in style: Bauscher's new collection *Enjoy*, to be launched at Internorga in Hamburg, Germany, adds a new highlight to hot drink and snack food presentation. Soft-curved handles and distinctively designed saucers and plates are the main features of this collection, providing restaurateurs and caterers with exciting new ways to present food and drinks. The concept is based on the form of a catenoid – a natural curved line similar to the line made by a hanging necklace. Many forms found in nature and architecture follow this principle. Whether the collection graces a stylish coffee shop, a corner bakery or a high-end café: *Enjoy* is exceptional and easy to like. The soft and harmonious design invites guests to literally touch and feel the cups and plates and their special form. “*Enjoy* creates a feeling of well-being which also reflects positively on our other collections“, says Manuela Kűfner, head of marketing at Bauscher. The collection with its 22 pieces is in perfect harmony with the successful *Options* collection, which was also designed by *Enjoy*'s creators Ottenwűlder und Ottenwűlder.

Another exciting launch at Internorga will be Bauscher's new catalogue for the hospital and nursing/care sector. After launching its hotel business and gastronomy sector catalogue last year, as part of its major rebranding initiative, Bauscher now offers a comprehensive overview of its porcelain and serving range for hospitals, nursing/care institutions and retirement/assisted living homes. The catalogue following the new corporate design features many practical application examples, so customers can inform themselves about the tableware collections specifically designed for the needs of the nursing/care sector.

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