

*Pure elegance: New BAUSCHER Purity collection sets the standard
for fine dining*

Purity – sophisticated aesthetic in revolutionary porcelain Noble China

Weiden, Germany; March 2014. With its new *Purity* collection, BAUSCHER, a brand of BHS tabletop AG, is presenting a new class of porcelain at this year's Internorga in Hamburg (March 14 to 19, Hall B7/booth 410). Thanks to the revolutionary new material Noble China and the timeless, clear shape, *Purity* sets impressive new standards for table settings in first class addresses around the world.

“With *Purity*, we have reinvented porcelain anew,” says Marketing Director Manuela Kűfner. “Ever since its founding in 1881, BAUSCHER has been driven by the ambition to continually improve what is already good. That is also the case with the newly developed hard porcelain Noble China, a genuine innovation. A remarkably delicate body, the subtle exclusive Bonewhite color, and an extraordinary impact-resistant edge and surface hardness – all in perfect harmony with the classic, low-key aesthetic of the *Purity* design. This makes the highly elegant, fine collection ideally tailored for use in top restaurants and hotels.”

Noble China: the discovery of a new material

With *Purity*, the graceful delicateness of the material Noble China together with its characteristic, soft Bonewhite color makes the subtle difference. Thanks to the use of the highest quality materials, the outstanding characteristics of the innovative hard porcelain are impressive: Fired at 1,400 °C, Noble China meets the highest demands for durability. Thus, at the same time delicate and robust, the *Purity* collection is ideal for the daily demands of the hotel and restaurant business and combines graceful appearance with a chip-

resistant edge that sets new standards – as one might expect, 100 percent BAUSCHER quality “Made in Germany”.

Modern classic with expressive accents

In *Purity*, designer Andreas Weber relies fully on confident understatement in the formal design: Clean basic shapes such as circles and ovals meet flowing gentle lines. While plates and platters fit comfortably into any dining atmosphere, due to their balanced proportions, expressive design elements set a counterpoint – for example, the aesthetically curved sauceboats or the delicate, circular knobs on the lids for bowls. With its austere sensual pleasure and filigree body, *Purity* provides the ideal stage for presenting the widest variety of modern international food concepts.

The understated elegance of the collection unfurls in the undecorated porcelain items just as impressively as in the finely drawn decorations in the proven BAUSCHER in-glaze technique, underscoring the design details of *Purity*, for example through fine wicker-like patterns or natural leafy tendrils.

Along with the extraordinary design, the focus of *Purity* is on the compatibility and versatility of the individual porcelain pieces: Thanks to the sophisticated compatibility of many items, round plates, oval platters and bowls in a variety of versions always combine together in a multitude of ways, constantly creating new delights and ensembles.

***“Contemporary sensuousness”*: Designer Andreas Weber (Architecture & Design Office, Herrsching) on Purity**

“The shape of Purity is inspired by the interior design of first-class international hotels and restaurants – from extravagant to classic modern. The focus is on the question, ‘How can a porcelain service visually reflect such interiors in a strong and yet subtle way?’ The result: an exciting combination of clear, basic geometric shapes with elegantly curved lines. This pure, stylish design unites modern and classic aspects in a contemporary sensuousness. Generous dimensions and finely balanced proportions exude premium quality and a certain understatement. The principle of versatility also played an important role in the development of Purity right from the beginning: The goal was to be able to use the individual porcelain pieces in a variety of different dining concepts.”

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