

BAUSCHER at Internorga 2015

New porcelain articles and elegant patterns for stylish table settings

Weiden, Germany; February 2015.–Porcelain specialist BAUSCHER will present at the Internorga trade fair in Hamburg (13 - 18 March/Hall B7/Booth 410) fashionable forms and tasteful patterns, introducing new elegant and functional tabletop ideas with attractive design accents.

A special highlight at the BAUSCHER exhibition stand will be the new elegant 'Purity Colors' patterns developed for the successful *Purity* collection. BAUSCHER will also unveil new additions to the established *Come4Table* collection. Refreshing new bold-colored pattern ideas for the assisted-living catering segment will also be shown (Hall A4, Booth 104 – 'Tableware systems').

'Purity Colors': Poised presence in a variety of style situations

BAUSCHER will present elegant pattern concepts for the successful new *Purity* collection with 'Purity Colors'. With its pure aesthetics and intricate body, *Purity* provides the perfect stage for a range of current international food ideas. The collection is setting impressive new standards for tableware in first-class addresses around the world – it has been proving its worth in upmarket restaurants and international Michelin-starred hotels since early 2014.

The 'Purity Colors' pattern ideas range from the already introduced 'Finest Loom' and 'Blooming Shades' motifs to the new, delicate 'Noblesse' color concept. With this rich diversity of patterns, 'Purity Colors' underscores not only the elegance, but also the versatility, of the collection.

- **Elegant and classic: fine lines in gold and silver-gray**

The extraordinary intricacy of the body of Noble China, the revolutionary hard porcelain, from which the *Purity* collection is made, is emphasized in the new 'Noblesse Gold', 'Classic Gold' and 'Classic Silvergray' patterns through fine gold and silver-gray lines. These classically elegant patterns are given a modern makeover in combination with the subtle BoneWhite color of the porcelain.

- **Soft pastel worlds: 'Noblesse'**

The clean color bands accentuated with gold lines in the 'Noblesse' patterns combine the design austerity of *Purity* with modern color impressions. Finely-graduated pastel shades, such as those on plates and platters, provide a lively play of colors – from fragile yellow through graceful rose shades to lofty greens and blues. These are combined with cups, mugs and bowls on which, rather than color patterns, the intricate lines of the 'Noblesse Gold' pattern are highlighted to complete the overall exquisiteness of the food presentation.

Perfectly blending into the overall picture, the elegant service plates take up the green, blue and rose shades of the 'Noblesse' bands and combine them dramatically in the three coordinated color harmonies of 'Noblesse Garden', 'Lake' and 'Roses'.

***Come4table*: Generous hospitality and elegance**

A modern interpretation of traditional hospitality is offered by the established *Come4table* BAUSCHER collection through a new plate range with contemporary proportions. 'The trend is clearly natural and traditional – in gourmet food as well', says Manuela Küfner, Head of Marketing at BAUSCHER. 'We are responding to this development by connecting tried and tested shapes with new elements with a classically elegant style. In this way, we are staging traditional hospitality in a modern setting.'

Newly introduced plates with flat rims and a classic style in six different sizes now complete the range. They are oriented to established dimensions – the familiar plates with steep rims are each supplemented by a new elegant variation with a flat rim. Through these additions, caterers now have the flexible options to ensure they can find the right porcelain for any culinary concept.

Two new quality gourmet plates with accentuated wells and generous proportions leaving plenty of room for the exclusive meal presentation also embody the essence of contemporary elegance. The *Come4table* collection offers caterers an entirely new array ingeniously combining rustic and classic elements to yield contemporary forms – for use in cozy inns and modern wine bars alike.

Invita: Vibrant dining culture and quality of life at an advanced age

BAUSCHER has added two stylish innovations to the popular pattern selection for assisted-living catering to improve quality of life and provide varied dining experiences in old age. Patterns consisting of fine polka dots or refined structures are now also included in the *Dialog* and *Dimension* collections. They are available in different color variations and, with their stark contrasts, fulfil the same function as the beloved brush stroke effects do.

Colorful patterns are important in senior and care homes as well as in assisted-living homes and mobile services: they create a relaxed atmosphere, bring a cheerful mood to daily living and provide an orientation aid. The richly-colored patterns of BAUSCHER feature strong contrasts which are especially helpful for people with poor eyesight, to aid in perceiving and handling tableware. For instance, they indicate where the well of a plate ends or make the handles on cups and mugs considerably more visible. This gives people with limited mobility and sensory perception increased independence and safety when eating, making them less dependent on others for help and allowing them to feel that their needs are being met.

Further information:

Engel & Zimmermann AG
Franziska Schutter und Nadine Hofer
Schloss Fußberg, Am Schlosspark 15, 82131 Gauting, Germany
Tel. +49 (0)89 / 893 563 417, Fax +49 (0)89 / 893 98429
Email: n.hofer@engel-zimmermann.de