

*A favorite at first-class establishments in Germany and abroad:*

## **Purity – a success story that sets new standards**

Weiden, Germany, October 2015. A self-confident understatement that impresses: With its puristic aesthetic and delicate body, the new *Purity* collection has become a modern classic in the BAUSCHER range of products since its market introduction in March 2014. Made from the new hard porcelain Noble China in a distinctive Bone-White hue, the highly elegant collection combines visual charm with a chip-resistance that sets new standards. With a sophisticated combination of design and functionality, the *Purity* collection, nominated for the 2016 German Design Award, meets the demands of top international hotels and restaurants. “*Purity* recorded the most successful market launch of a BAUSCHER collection ever and has surpassed our *Options* series, which had set the previous benchmark with its premiere in 2001,” said Felix Gittermann, Marketing Manager International. “Comparing the launch year of *Options* with the first year of sales of *Purity*, the number of *Purity* items sold in that period exceeds the quantity of *Options* items by 40 percent.” The current year is also going very well for the new collection, because *Purity* has climbed into the top 5 most-sold BAUSCHER collections of 2015. The wide range of BAUSCHER pattern options for *Purity* is also very popular: A variety of high quality patterns was ordered from the beginning, some of which were customized to the designs of international customers.

### **Perfectly staged variety: international *Purity* references**

Whether oriental flair, simple Far Eastern finesse, or dignified English tea time: With its elegant design, *Purity* offers the ideal stage for a variety of current international food themes. “The design of our latest collection fits outstandingly with a wide variety of concepts,” says Gittermann. “This is also reflected in the brisk international demand: We received our first order for *Purity* before the official market introduction from the Waldorf Astoria in Jerusalem.” Additional orders from first class addresses around the world show that the *Purity* collection – with its timeless, clear shapes and elegance – is preferred for use in top restaurants and hotels. Five star establishments, like the newly opened NUO Hotel in Peking, which combines elements of Chinese culture with a luxurious modern design, have selected the highly elegant BAUSCHER collection. Modern lifestyle and traditional hospitality are combined by the Kempinski Marsa Malaz in Doha, which has used *Purity* since December 2014 as an effective stage for the exquisite dishes the establishment offers. The glamorous

Hotel Grand Ferdinand, which reopened in the city of Vienna in October, has also chosen *Purity* for its porcelain.

### ***Purity* in Käfer's Gut Kaltenbrunn**

Upscale restaurants and hotels in Germany have also quickly discovered *Purity*. For the reopening of Gut Kaltenbrunn on the shores of Lake Tegernsee, for example, the restaurateur and entrepreneur Michael Käfer had the heritage-listed enclosed manor farm in Gmund extensively restored and refurbished. Since June 2015, bright, historically styled rooms invite visitors to linger and enjoy themselves – in the inner area, some 400 guests can be entertained and the guest garden has room for around 240. “When the *Purity* samples arrived, it was immediately clear to us that we had found our tableware. Because it fitted perfectly with the concept for our establishment. Its appearance balances delicacy and earthiness, elegance and rusticity,” says CEO and Kitchen Director Andreas Schinharl. Almost 5,000 pieces from the *Purity* collection are now in use there. With its clear shape and the discreet, soft BoneWhite hue, the BAUSCHER collection perfectly fits with the ambience of Gut Kaltenbrunn, where guests can expect a refined, modern regional or Alpine cuisine. Schinharl says, “We are very satisfied with our choice. The functionally sophisticated tableware proves itself daily in our kitchen operation and with our guests, and the special stability of the body is striking. *Purity* is a perfect, low-key canvas for our range of dishes, for which we rely on regional producers and high-quality ingredients, and at the same time is a fitting frame for an effective presentation.”

#### **For more information:**

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