

Expanding this year's award-winning collection:

Bauscher introduces three new patterns for *Enjoy*

Weiden, Germany, October 2011. – Dynamic, diverse and modern: Bauscher, a brand of BHS tabletop AG, presents three new pattern ideas for the *Enjoy* collection in the coffee category. Winner of the red dot design award (“honourable mention”), the collection was first introduced in 2010 and additional items for the coffee, snack and dinner categories will be added this year.

Enjoy is distinguished by harmonious, very natural curves and a self-evident elegance. The overarching design theme is the catenaries, the élan of which is taken up differently by the various items and whose lines are reminiscent of a delicate necklace.

Three new pattern ideas for *Enjoy*

The formal design of the catenaries which define the shape of the new collection comes optimally into its own in the new **Graphic Swing** pattern in green and violet. The two lines of different thickness mesh zestfully. The resulting dynamic stands out from the natural curves of the collection while also emphasizing them. The lively and buoyant pattern is just right for trendy cafés and coffee shops.

The second pattern, **Modern Flower**, in beige and aubergine is based on spiraling lines that form a flower. However, the expressive pattern only hints at the floral structure – a more playful handling of the natural template just right for a collection like *Enjoy*. The pattern variation in which the modern flower is combined with the words “Cappuccino”, “Coffee” and “Espresso” is particularly artful. The word and image elements result in a graphical unit that harmonizes wonderfully with the colorful background of the saucer.

Bauscher goes back to the future with **Nostalgic Moments**. The colorful pattern provides *Enjoy* with a sophisticated retro charm that is so popular today. The time-tested design from yesterday blends into a unique modern look for today. The surfaces in brown/red, turquoise/green, ochre/green and violet are reminiscent of artfully woven and crocheted cloth.

The three new patterns **Graphic Swing**, **Modern Flower** and **Nostalgic Moments** from Bauscher create many new applications and design options for the attractive presentation of hot beverages.

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We will be happy to send you the following pictures on request:



Graphic Swing



Modern Flower



Nostalgic Moments

Visit our media center at <http://media.bauscher.de>!