

## Press Information

### **Sharp and sustainable: Kyocera presents its high-quality knives in new packaging**

**At Ambiente, the consumer goods fair taking place February 8-12 in Frankfurt, Germany, Japanese ceramics expert Kyocera will present the new Shin White range, and will demonstrate the many advantages of ceramic kitchen tools. Another innovation is the, newly redesigned reduced plastic packaging, underscoring Kyocera's environmental consciousness. Kyocera can be found in Hall 3.1 at Stand A 40.**

**Kyoto/London, January 21<sup>st</sup>, 2019.** Japanese technology company Kyocera has been renowned for its high-quality ceramic knives for more than 30 years. Ambiente visitors can experience exceptional blade sharpness and edge retention, particularly with respect to the Shin range. In Japanese, Shin represents the Truth – the knives rise to any challenge thanks to their timeless design and extremely sharp blades.

#### **High-tech materials and premium design**

Thanks to their ergonomically designed Soft-Touch handles the Shin range's knives are extremely comfortable to use and make cutting safer and easier. In addition, blades made of high-quality zirconium dioxide ceramic can be used effortlessly by any professional or casual chef. This ultra-light, high-tech material is extremely hard and corrosion-resistant. The dense, smooth surface of the blade allows the user to make precise, paper-thin cuts and does not leave behind any metal ions, meaning there is no transfer of taste or odour. The range comes in a timelessly elegant black and white colour scheme; the Shin Black range has also been expanded with a small knife with a blade length of 7.5 cm. Thus, both colour options now include seven sizes ranging from 7 cm to 18 cm, with prices starting from EUR 39.00 to EUR 99.00. The popular Soft-Touch range is extended with an adjustable slicer and an ergonomic peeler – these and other fascinating new products will be shown exclusively for the first time at this year's Ambiente.

#### **Eco-friendly protection for Kyocera knives**

In addition to these innovations, Kyocera will also present its new packaging for the first time on the European market at Ambiente. The new design not only makes it possible to see the knives' features clearly, but also makes an important contribution to protecting the environment: The new packaging is significantly more sustainable, as the plastic content has been reduced by more than 60 percent.<sup>1</sup>

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<sup>1</sup> The reduction by more than 60 percent was determined on the product FK-110 WH BK.



For more information on Kyocera: [www.kyocera.co.uk](http://www.kyocera.co.uk)

## About Kyocera

Headquartered in Kyoto, Japan, Kyocera Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which is comprised of 264 subsidiaries (as of March 31, 2018), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the oldest producers of solar energy systems worldwide, with more than 40 years of experience in the industry.

The company is ranked #522 on Forbes magazine's 2017 "Global 2000" listing of the world's largest publicly traded companies. With a global workforce of over 75,000 employees, Kyocera posted net sales of approximately €12.04 billion in fiscal year 2017/2018. The products marketed by the company in Europe include printers, digital copying systems, microelectronic components, and fine ceramic products. The Kyocera Group has two independent companies in the United Kingdom: Kyocera Fineceramics Ltd. and Kyocera Document Solutions.

The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals and groups worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (converted at approximately €764,000 per prize category).

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