



## Press Information

**Innovative, durable, and beautiful: Kyocera presents high-quality kitchen tools demonstrating the advantages of its ceramic technology at the BBC Good Food Show in Birmingham from November 29 – December 2, 2018.**

**Kyoto/Birmingham, November 21<sup>st</sup>, 2018.** In 1984, Kyocera was one of the first companies in the world to begin manufacturing and selling kitchen knives with blades made from fine ceramics. Since then, Kyocera has been continually enhancing the material technology and design of its ceramic kitchen tools, developing its product range with various colours and styles, expanding its sales network, and converting customers around the world to fans of ceramic kitchen tools. Recently the popularity of Kyocera's knives has been growing even more rapidly, with total shipments since 1984 surpassing over 10 million units (as of March 2013).

The key to the success of Kyocera's ceramic kitchen tools, which include knives, peelers and slicers, are blades made of Zirconia ceramic, which are extremely hard, sharp, and corrosion-free. The exceptionally sharp blades enable an ultra-precise and wafer-thin cut, and ensure extremely long-lasting cutting properties. In addition, the smell and taste of food is not altered, since no metallic ions can be transferred. The combination of ergonomic handles with the astonishingly low weight of the ceramic blade reduces the effects of fatigue, even during lengthy periods of cutting or slicing.

Furthermore, Kyocera's long-term experience in ceramic coating technology has resulted in the development of our newest product range; the insulated travel mug collection, which features a practical and durable ceramic interior coating. This prevents metallic ion transfer into the drinks, so that the original flavor is never impaired, and effectively prevents stains or corrosion. The specialized ceramic coating also helps maintain the temperature of the beverage inside, making sure your drink stays as hot or cold as you need it to, when you need it to.

To ensure the longest lifespan for your ceramic knives, here are some useful tips:

- Ceramic knives are ideal for straight cutting of fruits, vegetables and boneless meats. Never attempt to cut frozen foods.
- Use with wooden or plastic cutting boards.



- Kyocera ceramic knives are dishwasher-safe. Make sure that the blade is not exposed to accidental impact from other items in the dishwasher.
- When cutting firm vegetables, such as cabbage or squashes, make sure never to 'tilt' or 'twist' the blade.

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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