

Press Release

**Ceramic blades: New series of knives and large slicer**

## **Kyocera presents masterful new products at Ambiente 2011**

**Kyoto / Neuss, 19 January 2011 – On time to coincide with Ambiente 2011, Kyocera is presenting a wealth of new products: together with the exclusive Chef Series of knives, the Japanese specialist in ceramic blades is presenting the Master slicer. Thanks to its impressive dimensions, users can conveniently work with large ingredients as well. Kyocera is premiering its new products in Germany at Ambiente in Frankfurt (11 to 15 February 2011) in Hall 3.1, Stand A40.**

The Chef Series by Kyocera truly lives up to its name. A high-quality and ergonomic plastic handle holds the extremely sharp blade made of zirconia ceramic, which glides effortlessly through sensitive ingredients such as fish and meat. Even tomatoes can be cut into wafer-thin slices, without being squashed. The blade remains sharp for a long period of time as the hard ceramic is extremely resistant to wear. It is also corrosion-free and does not take on the flavour or odour of the food. The handle is outstandingly crafted and has a metal application on the lower hand guard to add visual appeal and act as a stabilizer. The Chef Series consists of three knives with blade lengths of 13, 15 and 17 centimetres.

Recommended retail prices are €59, €69 and €79.

### **Helps with large ingredients: The Master slicer**

With its dimensions of 36 by 13 centimetres, the Master slicer from Kyocera stands out from the crowd. Even large ingredients can be easily guided over the ceramic blade without touching the edges.

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The handguard guarantees safe and convenient use.

The recommended retail price is €39.95.

### **All in white – the new gift set for design fans**

The gift set from Kyocera consisting of a knife and a peeler will even enhance the most prestigious kitchen. Both the ergonomic plastic handle and the sharp ceramic blades on the two products gleam in elegant white. The FK-140 chef's knife and the CP-10 economy peeler also impress with their high Kyocera quality "made in Japan". Handling is easy, the cutting properties are outstanding!

The recommended retail price is €65.

### **About Kyocera**

Headquartered in Kyoto, Japan, the 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 comprises 213 subsidiaries (April 1st, 2010), are information and communications technologies, products to increase the quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide.

With a workforce of about 63.000 employees, Kyocera posted net sales of approximately €8.59 billion in fiscal year 2009/2010. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, finceramic products and complete solar systems. The corporation has two independent companies in the Federal Republic of Germany: the Kyocera Finceramics GmbH in Neuss and Esslingen and the Kyocera Mita Deutschland GmbH in Meerbusch.

The company also takes a lively interest in cultural affairs. The Kyoto Prize, one of the most prominent international awards, is presented each year by the Inamori Foundation, once established by Kyocera founder Dr. Kazuo Inamori, to individuals and groups worldwide for their outstanding human achievement (converted at present €435.000 per prize category).

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