

Press information

Product design boiled down to the essentials: Kyocera ceramic knife receives Red Dot award

Amongst strong competition, the jury of Germany's most prestigious design award was won over by the knives of Kyocera's Japan series

Kyoto/Neuss, March 25, 2014 – The motto of the Red Dot award for outstanding product design is “in search of excellence.” This year that search led the organizers of the renowned award to Kyocera. The company's Japan series ceramic knives were recognized with the Red Dot award. The quality seal, which is coveted by manufacturers and product designers, was awarded to the Japanese company for its “well-considered and innovative entry.”

The Japan series prevailed over nearly 5,000 other entries from 1,900 companies in 53 countries. And for good reason: Its conceptual design and finish are inspired by traditional Japanese craftsmanship and reflect the rich cultural heritage of the land of the rising sun. The Kyocera ceramic knives that won the award combine absolute functionality with a design sensibility that is boiled down to the essentials. Together with the high technological and manufacturing standards of Kyocera, the result is a timeless and aesthetically pleasing ceramic knife.

The elegant blade is made from hand-finished black zirconia ceramic, while the handle is hand-made from pakka wood and decorated with stainless steel inlays. The corrosion-free, highly flexible knives are extremely sharp, ultra-light, and very durable thanks to the exceptional hardness of the materials used.

Kyocera has been producing ceramic knives for over 30 years and to date has sold over ten million worldwide.

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“The Red Dot award not only recognizes the exceptional design of our ceramic knives, it also underlines the high technical standards of our production processes and the precision of our products. We value the award even more highly because the competition this year was so strong and the general level of the entries was so high,” noted Rafael Schröer, Managing Director of Kyocera in Germany, in regard to the victory.

The quality seal, which is recognized around the world, will be officially awarded on July 7, 2014 as part of the Red Dot gala. The Japan series will subsequently be displayed in the Red Dot design museum in Essen, Germany.

For more information about Kyocera: www.kyocera.eu

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 228 subsidiaries (as of April 1, 2013), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide, with more than 4,0 gigawatts of solar power having been installed around the world to date.

The company is ranked #492 on *Forbes* magazine's 2013 "Global 2000" listing of the world's largest publicly traded companies.

With a global workforce of about 71,000 employees, Kyocera posted net sales of approximately €10.58 billion in fiscal year 2012/2013. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, finceramic products and complete solar power systems. The Kyocera Group has two independent companies in the Federal Republic of Germany: Kyocera Finceramics GmbH in Neuss and Esslingen and Kyocera Document Solutions in Meerbusch.

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 present €354,000 per prize category).

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