

## Press information

### **Kyocera will present its new Fuji and Kizuna knife series at Ambiente 2016**

**From 12 to 16 February, the Japanese ceramic knife expert will present its new innovations alongside other products at the world's most internationally important consumer goods trade fair, Ambiente, in Frankfurt, Germany (Hall 3.1, Stand A40).**

**Kyoto, Japan/Neuss, Germany 18 January 2016** – Mount Fuji is the highest mountain in Japan and is held in utmost reverence in the country. The boundless respect for this national sanctuary was what inspired the development of the Fuji knife series. With its traditional, octagon-shaped pakkawood handle, the knife is extremely comfortable to hold. The white ceramic blade complements the elegance of the pakkawood handle, giving the knife a pure look and feel, and turns cooking into a joy. Kyocera's Fuji knives will be available in specialist shops from January, in sizes of 13 cm, 15 cm and 17 cm. Depending on the size, the recommended retail price is 74,99 €, 84,99 € and 94,99 €.

Kizuna is the Japanese word for 'bond' – a bond with a tradition that has been observed for hundreds of years. The ceramic knives from the Kizuna series dazzle with their unusual design. The black ceramic blades are sintered for a second time at a temperature of 1,500°C and a pressure of up to 20,000 t/m<sup>2</sup>. The blades are subsequently finished with a traditional sand garden wave design. The studs on the black pakkawood handle complete the overall aesthetic appearance. Knives from the Kizuna series will be available in specialist shops from January, in sizes of 7.5 cm, 11 cm, 14 cm, 16 cm and 18 cm. The recommended retail price is

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179,99 €, 209,99 €, 289,99 €, 359,99 € and 399,99 €, depending on the price.

Kyocera is one of the world's leading manufacturers of high-quality ceramic knives. These knives have secured a solid place in the market due to their elegant design and the blades' remarkably high cutting edge retention and outstanding sharpness. The knives continue to appeal to a broader range of customers beyond just professional chefs.

Since its foundation in 1959, Kyocera has continued to expand its expertise in material and manufacturing technology in the field of technical ceramics. The company has incorporated this wealth of experience into the production of high-quality sharp ceramic knives. Kyocera began selling ceramic knives in Japan in 1984. The knives are now available in more than 9,000 specialist shops all over the world and have become indispensable tools in many households.

**For more information about Kyocera:** [www.kyocera.eu](http://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 226 subsidiaries (as of March 31, 2015), 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 #552 on Forbes magazine's 2015 "Global 2000" listing of the world's largest publicly traded companies.

With a global workforce of over 68,000 employees, Kyocera posted net sales of approximately €11.74 billion in fiscal year 2014/2015. The products marketed by the company in Europe include printers, digital copying systems, microelectronic components, fine ceramic products and complete solar power systems. The Kyocera Group has two independent companies in the Federal Republic of Germany: Kyocera Fineceramics 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

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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 €360,000 per prize category).

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