

## Press Information

### **A dream kitchen present under the Christmas tree**

**Good Christmas presents often take some work to find, but here is one great solution: The newest knife set from KYOCERA which is perfect for ambitious cooks.**

**Kyoto/London – November 7<sup>th</sup> 2017.** Christmas Eve comes around quicker than you can check off your shopping list, but now you are able to obtain an excellent and practical gift with no stress: The Christmas set from Kyocera, which comes with two ceramic knives and a black knife block, is the right present for anyone who likes to work precisely and cleanly in the kitchen.

### **Intelligent, high-tech kitchen helper**

Good kitchen knives undoubtedly belong in any well-stocked kitchen. More and more people are opting for an assortment of ceramic knives, as the benefits are obvious: ceramic knives stay sharp for a long time, can be easily cleaned in the dishwasher, and do not deteriorate from the acids in food. The small knife in the set, with an 11 centimeter long ceramic blade, is therefore the first choice for slicing fruits and vegetables. The second knife, with a blade length of 14 centimeters, works as an 'all-rounder' and is especially recommended for cutting fish and meat. With an extremely strong and smooth blade surface, this knife succeeds in delivering perfect, wafer-thin cuts without undue pressure, while the ergonomic handle provides total comfort and control. As a complimentary bonus, the set comes with a round, space-saving knife block made from synthetic material (Soft Touch) for storing up to eight knives. The set is available online and in specialist stores from October for 99 Euro.

### **High-quality material, long-lasting enjoyment**

The Japanese technology enterprise Kyocera is a leading supplier of fine ceramic products and components. Their ceramic knives are manufactured from high-quality zirconium ceramic. In addition to the low amount of effort required for cleaning, as well as the extremely long-lasting sharpness, the ultra-light material does not transfer any metal ions and is therefore odor and taste neutral.

**The Kyocera ceramic knife Christmas set**

<b>Product</b>	<b>Blade length</b>	<b>Product name</b>	<b>Unit Price</b>
Kyocera Ceramic Fruit and Vegetable Knife	11 cm	FK-110WH-BK	39,00 €
KYOCERA Ceramic Knife	14 cm	FK-140WH-BK	59,00 €
Knife block (black)	8 knife slots	Special addition	Complimentary set  RRP 39,00 €



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 231 subsidiaries (as of March 31, 2017), 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 70,000 employees, KYOCERA posted net sales of approximately €11.86 billion in fiscal year 2016/2017. 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 €400,000 per prize category).

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## Contact

KYOCERA Fineceramics Ltd.  
Daniela Faust  
Manager Corporate Communications  
Hammfelddamm 6  
41460 Neuss  
Germany  
Tel.: +49 (0)2131/16 37 – 188  
Fax: +49 (0)2131/16 37 – 150  
Mobil: +49 (0)175/727 57 06  
[daniela.faust@kyocera.de](mailto:daniela.faust@kyocera.de)  
[www.Kyocera.de](http://www.Kyocera.de)