



## Press information

### **Ambiente 2017: KYOCERA will present its new Shin knife series, featuring an innovative ceramic blade**

**Kyocera will present a new ceramic knife series and other products from its kitchenware portfolio at the world's most important consumer goods trade fair in Frankfurt, Germany (Hall 3.1, Booth A40) from 10–14 February 2017.**

**Kyoto, Japan/Neuss, Germany, January 09, 2017.** Kyocera, a Japanese technology group, is a leading manufacturer of fine ceramic products and components. The company is known for its high-quality ceramic knives, which are popular with customers across the world due to their sharp blades and slicing precision, and because they are very easy to clean. The company will present its new Shin series, a further innovation for the European market, at Ambiente 2017. The Shin series features an extremely durable Z212 ceramic blade, which remains sharp for twice as long<sup>1</sup> as other ceramic blades from Kyocera, thanks to an innovative new production method. The knives from the Shin series also feature an ergonomic handle that enables an even more comfortable grip as well as greater control. Furthermore, there is a slight bend in the back of the Shin knives, which allows the blade to effortlessly slice through fish, meat, fruit and vegetables. The new series, which includes knives in five different sizes, will be available from February 2017. The recommended retail price for the knives is between €59.99 and €99.99. Kyocera also offers a Shin series gift set, which comes slickly packaged in a gift box.



**The Shin series is designed to have a slight bend on the back of the knife**

---

<sup>1</sup> Based on internal measurements carried out by Kyocera



## **Press information**

“The brand-new, innovative Shin ceramic knife series is an exciting new addition to our portfolio of high-quality, ceramic-based kitchenware. The Z212 ceramic blade is more robust, retains its sharpness for longer and has a timeless, elegant design. The launch for the European market coincides with Ambiente 2017 in Frankfurt, Germany, which will allow a large number of visitors to learn about the impressive features of the new series for the first time and get to know our wide range of high-quality kitchen products,” says Shigeru Koyama, President of Kyocera Fineceramics GmbH.

The Japanese word ‘shin’ can mean new, honest or true. The Shin series will exemplify these values with its innovative and exceptionally precise ceramic blade as well as its ergonomic handle.

## **Quality and design**

Kyocera’s ceramic blades are made of high-quality zirconium ceramic, which is an extremely light, high-tech material that is very robust and non-corrosive and can therefore be washed in the dishwasher with no problem at all. The dense, smooth surface of the blade allows you to make a precise, wafer-thin cut, and since it does not transfer any metal ions, it does not leave behind any smell or taste. Kyocera’s kitchen products such as knives, peelers and slicers are not only of the highest quality, they also feature a very slick design. The new Shin series, for example, comes in a timeless, elegant black, which allows it to fit in with any kitchen, whether it’s run by a professional or amateur chef.

## **Kyocera’s ceramic knives – traditional craftsmanship from Japan**

Kyocera has relied on and continuously expanded its expertise in material and manufacturing technology in the field of technical ceramics since its foundation in 1959. The company continuously transforms this expertise into inspiration for innovations and new business areas. The high-quality kitchen products also benefit from this wealth of experience and high quality standards. The exceptionally durable and precise ceramic knives from Kyocera have established a firm position in the market. They are available in more than 9,000 specialist shops across the world and have become indispensable tools in many households.



## Press information

### Shin knife series from Kyocera

Product	Blade length	Product name
Cooking knife	18 cm	ZK-180 BK-BK
Santoku knife	16 cm	ZK-160 BK-BK
Santoku knife	14 cm	ZK-140 BK-BK
Universal knife	13 cm	ZK-130 BK-BK
Fruit and vegetable knife	11 cm	ZK-180 BK-BK
Shin gift set, comprised of ZK-160BK-BK and ZK-110BK-BK	-	ZK-2PC-BK

For more information on Kyocera: <http://global.kyocera.com>

### 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 235 subsidiaries (as of March 31, 2016), 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 #531 on Forbes magazine's 2016 "Global 2000" listing of the world's largest publicly traded companies. With a global workforce of over 69,000 employees, Kyocera posted net sales of approximately €11.59 billion in fiscal year 2015/2016. 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 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 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).

---

### Contact

Kyocera Fineceramics GmbH  
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)

Grayling München  
Sebastian Paulus  
Landwehrstraße 61  
80336 München

Germany  
Tel.: +49 (0)89/411 123 – 217  
[sebastian@paulus@grayling.com](mailto:sebastian@paulus@grayling.com)

Grayling Frankfurt  
Elena Lindenzweig  
Hanauer Landstraße 147-149  
60314 Frankfurt

Germany  
Tel.: +49 (0)69/96 2219 – 66  
[elena.lindenzweig@grayling.com](mailto:elena.lindenzweig@grayling.com)