

Press Information

Sharp, sharper, Shin White

The ceramic knives in the new Shin White range by KYOCERA are polished by hand following age-old traditions

Kyoto/London – July 5th, 2018 The Japanese technology company Kyocera is renowned for its fantastic quality ceramic knives. Razor-sharp blades and excellent cutting stability have won the company many admirers over the last 30 years. Now the company is presenting its latest innovation for the European market - the Shin White collection. The unique features of this knife collection are the tactile and ergonomically formed handles, as well as hand-polished, incredibly sharp ceramic blades. The timeless and elegant design of the ergonomically designed elastomer handle is impressively light, making cutting easier and safer. The collection, consisting of seven different knife sizes from 7 cm to 18 cm, will be available in retail outlets from June. The recommended retail prices for these knives ranges between €39.00 and €99.00.

High tech materials and premium design

Kyocera's ceramic blades are made from outstandingly high-quality Zirconia ceramic, an incredibly lightweight and high tech material that is extremely hard and resistant to corrosion, and is also used in the space travel industry. The dense, smooth surface of the blade allows the user to make precise, paper-thin cuts, and does not leave behind any metal ions, which minimises odour and taste transfer between blade and food. The new Shin White series was developed to the highest design standards, and is available in a timelessly elegant white/black colour scheme - suitable for any professional or amateur chef.

Kyocera is able to make the most of the profound expertise it has gained since the company's founding in 1959 with regard to materials and production technology in the field of technical ceramics, and continually expands its knowledge base. Even the high-quality kitchen products themselves benefit from this wealth of experience and quality standards. With outstanding cutting stability and durability, Kyocera's ceramic knives have become a permanent fixture of the premium kitchen tool market.



For more information on KYOCERA: 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 264 subsidiaries (as of March 31, 2018), 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 75,000 employees, Kyocera posted net sales of approximately €12.04 billion in fiscal year 2017/2018. 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 €764,000 per prize category).

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