

Press information

Kyocera presents its new Slim Mug Series at Ambiente 2025

New designs and useful features for the daily use.

Kyoto/London, 16th January 2025. Kyocera, one of the world's leading specialists in ceramic kitchen products, is expanding its range of practical and sustainable accessories. In doing so, Kyocera will be showcasing its new **Slim Mug Series** at **Ambiente 2025**, which will take place in Frankfurt am Main, Germany, from **February 7 to 11, 2025**. The company will be presenting a slim and elegant solution that is ideal for handbags, baby changing bags or the daily use at the PROFINO booth C21 in Hall 9.0.

New Slim Mug Series: three sizes, four colours

The new **Slim Mug Series** is the result of Kyocera's many years of experience in ceramic technology combined with modern designs and convenient features. The cups are available in three different sizes – **180 ml**, **300 ml** and **500 ml** – and will convince customers thanks to their slender shape and the new **180 ml version**. This size will easily fit into handbags or baby changing bags and offers a practical solution for on the go, for example for hot drinks or the preparation of baby food.

The travel mugs are available in four natural, matt colours: **white**, **sand beige**, **smoke blue** and **dark grey**



Kyocera's Slim Mug exists in three different sizes and four colours

Practical differences between the sizes:

- **180 ml:** Minimalist design, ideal for fitting in a handbag or a baby changing bag.
- **300 ml:** Equipped with a useful carrier ring for easy drinking on the go.
- **500 ml:** Comes with a removable ice stopper insert to prevent ice cubes from forming and to ensure a comfortable drinking experience.

Features of the Slim Mugs:

- **Keeps contents cold for 24 hours and hot for 12 hours.**
- **Ceramic interior coating:** prevents flavours from being tainted by different drinks and protects against corrosion.
- **Free from forever chemicals:** free from PTFE, PFOA and BPA.
- **Acid-resistant:** suitable for fruit juices as well as other acidic drinks.
- **Shock-resistant:** robust and durable for the daily use.

Available sizes, colours and prices

Item number	Size (ml)	Colour
MB-06S-WH	180	White
MB-06S-GY	180	Dark Grey
MB-10S-WH	300	White
MB-10S-GY	300	Dark Grey
MB-10S-BU	300	Smoke Blue
MB-10S-SB	300	Sand Beige
MB-17S-WH	500	White
MB-17S-GY	500	Dark Grey
MB-17S-BU	500	Smoke Blue



The Slim Mugs keep the contents cold for 24 hours and hot for 12 hours.



Sustainability and 40 years of ceramic expertise

Kyocera has been combining innovative ceramic expertise with the latest consumer trends to develop high-quality, durable products for the past 40 years. The introduction of the Slim Mug Series is a logical progression of the sustainable alternative to disposable cups.

Alongside the new mug series, Kyocera will also be showcasing its **classic range** such as its popular ceramic knives, the **PTFE-free cookware series** and other accessories at Ambiente 2025.

About Ambiente trade fair

Ambiente trade fair is the world's most important consumer goods fair for the product areas of Dining, Living, Giving and Working. The trade fair focuses on design, tableware, gifts and decoration. At Ambiente, industry partners have the possibility to present new products and innovations in direct dialogue with buyers and suppliers from all over the world. This year, the Ambiente trade fair will take place **in Frankfurt am Main, Germany** from **February 7 to 11**. Kyocera and PROFINO, the distributor for the German market, will be exhibiting their products in **Hall 9.0** at **booth C21**.

About PROFINO

Founded in Solingen in 2008, PROFINO sells innovative kitchen, table, food and on the go products in Germany and Austria. PROFINO's brand range consists of a total of 16 well-known international brands, including high-performance Kyocera products. As with Kyocera, the company focuses on durability, sustainability and innovation. As a result, it has also reduced the proportion of plastic items in its range of products.



For more information on Kyocera: uk.kyocera.com

About Kyocera

Kyocera has been successful in Europe for over 50 years. From its European headquarters in Esslingen am Neckar, KYOCERA Europe GmbH operates 28 sites including manufacturing facilities, with products ranging from fine ceramics, electronics, automotive, semiconductor and optical components to industrial tools, LCDs, touch solutions, industrial printing components, solar systems and consumer goods such as kitchen and office products.

KYOCERA Europe GmbH is a company of the KYOCERA Corporation headquartered in Kyoto/Japan, a world leader in semiconductor, industrial and automotive components as well as electronic components, printing and multifunction systems, and communications technology. The technology group is one of the world's most experienced manufacturers of smart energy systems, with more than 45 years of industry expertise. The Kyocera Group comprises 292 subsidiaries (31 March 2024). In England, Kyocera has a subsidiary in Frimley, KYOCERA Fineceramics Ltd. With around 79,200 employees, Kyocera generated net annual sales of around EUR 12.29 billion in the 2023/2024 fiscal year.

Kyocera is ranked 874 on Forbes magazine's 'Global 2000' list for 2024, and ranked as 'The 100 Most Sustainably Managed Companies in the World' according to the Wall Street Journal. For the second year in a row, Kyocera qualified for the Dow Jones Sustainability Index (Asia-Pacific). As well, Kyocera receives a Bronze rating on EcoVadis Sustainability Survey and was acknowledged as a 'Top 100 Global Innovator 2023' for the second consecutive year, being one of the world's leading innovators, for the eighth time by Clarivate.

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 worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (equivalent to approximately €596,500 per prize category).

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