

Press Release

All in white: New Kyocera ceramic knife and peeler set

Kyocera turns the kitchen into a catwalk by highlighting white as the trend-setting colour of summer 2011

Kyoto / Neuss, 15 April 2011 – Summer 2011 will see cool white worn in straight, pure fashion lines. Kyocera is celebrating the en vogue colour in its knives with sharp ceramic blades and ergonomically designed handles. For all those with an eye for design in the kitchen, Kyocera is presenting a contemporary collection with two new gift sets, in which both not only the ceramic blades but also the handles gleam in elegant white.

The all-white knife set is comprised of a chef's knife with a 14-cm blade and a peeling knife with a 7.5-cm blade. The blades of the Kyocera FK series are extremely sharp, allowing even delicate ingredients such as fish, meat and tomato to be sliced cleanly. For cooks who can make do with one knife, Kyocera offers a knife & peeler set comprised of a FK-140 chef's knife and CP-10 economy peeler. With a very thin cut, the economy peeler is ideally suited to the preparation of fruits and vegetables in which the vitamins are concentrated directly beneath the skin, such as cucumbers, apples, potatoes and carrots.

Kyocera uses high-quality zirconia ceramic material for its blades, which provides the basis for the long-lasting extreme sharpness. Furthermore, they are easy to maintain, corrosion-free and do not take on the flavour or odour of the ingredients being cut. The combination of an ergonomic handle with the astonishingly light weight of the ceramic blade reduces manual fatigue, even during lengthy periods of cutting.

Contact:

Kyocera Fineceramics GmbH
Daniela Faust
Head of Corporate Communications
Hammfelddamm 6
41460 Neuss
Fon: +49 2131/16 37 188
Fax: +49 2131/16 37 150
Mobile: +49 175/7275706
daniela.faust@kyocera.de
www.kyocera.de

Weber Shandwick Deutschland GmbH
Peter Manderfeld
Account Manager
Hohenzollernring 79 - 83
50672 Cologne
Fon: +49 221 - 94 99 18 - 42
Fax: +49 221 - 94 99 18 - 10
pmanderfeld@webershandwick.com
www.webershandwick.de

Press Release

The ceramic knives from Kyocera have featured on the market for sophisticated kitchen products since 1984; and their special characteristics, design and high quality have brought them increasing popularity, so that worldwide sales of Kyocera ceramic knives to date now exceed 6 million units.

The all-white sets come in an attractive gift box and will be available from specialist retailers from May. The knife set costs €89.00 and the knife & peeler set €65.00.

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 comprises 213 subsidiaries (April 1st, 2010), are information and communications technologies, products that increase quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide.

With a workforce of about 63.000 employees, Kyocera posted net sales of approximately €8.59 billion in fiscal year 2009/2010. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, fineceramic products and complete solar systems. The corporation has two independent companies in the Federal Republic of Germany: Kyocera Fineceramics GmbH in Neuss and Esslingen and Kyocera Mita Deutschland GmbH in Meerbusch.

The company also takes a lively 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 for their outstanding human achievement (converted at present €435.000 per prize category).

Contact:

Kyocera Fineceramics GmbH
Daniela Faust
Head of Corporate Communications
Hammfelddamm 6
41460 Neuss
Fon: +49 2131/16 37 188
Fax: +49 2131/16 37 150
Mobile: +49 175/7275706
daniela.faust@kyocera.de
www.kyocera.de

Weber Shandwick Deutschland GmbH
Peter Manderfeld
Account Manager
Hohenzollernring 79 - 83
50672 Cologne
Fon: +49 221 - 94 99 18 - 42
Fax: +49 221 - 94 99 18 - 10
pmanderfeld@webershandwick.com
www.webershandwick.de