

Press Release

New major order: BHS tabletop supplies porcelain to South Africa

One of the largest orders in the company's history / Porcelain for stadium VIP areas / Design and problem-solving skills clinched / Positive start to the year

Selb, Germany; 8 March 2010. The porcelain manufacturer BHS tabletop is giving an impressive display in South Africa: Like four years ago in Germany, the world's leading supplier for the hotel and catering industry and for public catering received the go-ahead from non-food caterer Futurecom, which will equip the VIP areas of the football stadiums for the South African tournament as a contract partner of the official tournament caterers. With a volume of more than 100,000 units, this is one of the most attractive and significant orders in the company's history. The premium brand Tafelstern professional porcelain takes up the lion's share of the total volume.

"This order represents the culmination of a series of major orders which we won over the last few months for our three brands Bauscher, Tafelstern and Schönwald," says Christian Strootmann, board director of marketing and sales at BHS tabletop AG. "For an order of this magnitude it is not only a question of high-quality porcelain but also of service-oriented concepts and professional logistics. This is why the decision makers chose us, which we are very pleased with."

Problem-solving expertise makes the difference

The brands Tafelstern, Bauscher and Schönwald impressed customers with outstanding design and most notably with problem-solving expertise. BHS tabletop's smooth logistics ensures fast response times and enables delivery of standard items within 24 hours. Functional aspects of BHS's hard porcelain such as high chipping resistance and breaking strength as well as good stacking characteristics prevailed.

Tafelstern wins the lion's share of the contract

With porcelain from Tafelstern, Bauscher and Schönwald, the stage will be perfectly set for all events and occasions in the VIP areas of the South African stadiums – from the exclusive buffet at half-time of the football matches to the final gala dinner, from the talks with the sponsors to the atmospheric victory celebration.

The Tafelstern professional porcelain brand takes up the majority of the order volume. With their new CONTOUR collection, presented this year, creative freedom for individual arrangements is provided as well as unlimited possibilities for staging anew dining events, particularly at a major sporting event such as in South Africa. Bauscher contributes the clear purist shape OPTIONS, whilst Schönwald supplies FINE DINING, an elegant premium collection perfectly suited to the exclusive ambience of the football arenas.

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