

The Weiden-based porcelain manufacturer equips a new company canteen in Erlangen

Major order: "Tared tableware" from Bauscher wins over Siemens AG

Weiden, June 2008. An attractive major order for Bauscher: The porcelain manufacturer from Weiden is equipping the company canteen of Siemens AG which is to be opened at the end of July on the company's research site in Erlangen. In total, the order comprises 15,000 pieces of tableware in the shape "Dialog". Bauscher convinced Siemens with its concept of "tared systematic tableware" which enables meals to be weighed for payment exactly to the gram, thereby not only improving transparency and economy but also accelerating the payment procedure at the till. The 1,700 Siemens employees who will be eating their lunch in the restaurant in future will only be paying for the amount of food that is actually on their plates, thanks to a technology developed by Bauscher itself: On the underside of each piece of porcelain, there is a barcode containing information about its exact weight. This means the weight of the plate can automatically be subtracted from the total weight at the till by means of a scanner, and the precise quantity of food purchased can be measured.

"We chose Bauscher because we want people to be able to pay for their meals exactly," says Johann-Georg Siegel, District Manager at Siemens. "Inaccuracies in weighing are unfair and either disadvantages the customer or the company." Tared tableware from Bauscher is already being used at the Siemens subsidiary in Amberg. "The good level of advice combined with rapid and straightforward handling of the order by Bauscher were enough to convince us," says Siegel. In choosing tableware from Bauscher, Siemens has selected a functional porcelain concept, which is also optically appealing: The shape "Dialog" is very popular in high-quality large-scale catering, featuring as it does a timeless design quality and embodying the inviting spirit of hospitality with its well proportioned, gentle shapes and fine relief lines.



Brief portrait of Bauscher

Bauscher Weiden, the largest and most modern hotel porcelain producer in Europe, has been synonymous with the well-laid table in the hotel and gastronomy industry for more than 125 years: Whether for German or international top-class gastronomy, large-scale catering or hospitals and care homes – with a production of up to 120,000 items of porcelain every day, the world's leading specialist for professional porcelain is opening a new dimension in hospitality with its creative porcelain ideas. Since its foundation in 1881 by the brothers August and Conrad Bauscher, the company has promoted professional solutions with beautiful shapes and designs, without ever losing sight of functionality. Today, porcelain from Bauscher, a brand of BHS tabletop AG, is used in more than 120 countries worldwide.

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