

**Porzellanfabrik
Schönwald
Spezialfabrik für
Hotelporzellan
Zweigniederlassung der
BHS tabletop AG**

Rehauer Str. 44 -54
D-95173 Schönwald
Telefon: (09287) 56-0
Fax Marketing:
(09287) 56-2198

E-Mail: schoenwald
@schoenwald.com
<http://www.schoenwald.com>

Press release

PI 408e

27082008

 **SCHÖNWALD**
Germany

New items WellCome for cultivated coffee and tea culture

Exciting shapes for sensual pleasure: SCHÖNWALD has expanded its WellCome Collection, launched at the beginning of 2008 – a range of pots, cups and creamers for cultivated coffee and tea culture, which is a tribute to the essence of hospitality, inspired by nature. The additional items made of cream-coloured hard porcelain, will be presented for the first time at the Hogatec trade fair in Düsseldorf at the end of September.

The idiosyncratic lines of the WellCome Collection, designed by Carsten Gollnick, are a delight not only to guests and restaurateurs, but also to the expert world. In spring 2008, for example, a highly respected jury presented WellCome with the red dot award for product design, one of the world's most prestigious seals of quality, awarded by the Design Centre North Rhine-Westphalia. As such, WellCome is also nominated for the Design Prize of the Federal Republic of Germany 2009, the country's highest official accolade in the area of design.

The new items are very harmonious and further enhance the stimulating effect of coffee and tea on body, mind and spirit. The wish to take some time out, relax, and enjoy some peace can be fulfilled at any time by drinking a cup of tea or freshly brewed coffee. The new WellCome pots and cups from SCHÖNWALD respond perfectly to the need for balance and harmony, not dominating the table but rather leaving ample space to draw breath and relax.

The coffee cups, holding between 0.10 and 0.30 litres, in which trendy coffee can be served in all its different forms, and the generously rounded teacups, have attractively unfussy, straight lines. The saucers provide the necessary tension: their confident curves and asymmetrical shape surround the cups and give them a firm footing.

The gentle, flattened curves of the 0.35 litre teapot have a very natural effect and the whole is crowned skilfully and with poise by a wide lid. The rather slender coffee pot, on the other hand, casually raises its spout in the air and is otherwise free of any embellishment. This mix creates a harmonious play of shapes, generating a pleasant sensation of warmth and security.

For all their elegance and naturalness, the accustomed SCHÖNWALD quality is, of course, also evident. Made of Duracream® - the best material worldwide, which unites cream-coloured body, the strengths of hard porcelain and increased chipping-resistance. The new items are uncompromisingly pragmatic and multifunctional and can withstand the toughest gastronomic challenges.



You can download a printable version of this picture from the press centre on our homepage www.schoenwald.com