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Press release

PI 423

06072010

**SCHÖNWALD**
Germany

Prestigious New Customer for Porcelain Brand from Upper Franconia

Schönwald scores at Manchester United's Old Trafford Stadium

Schönwald, July 2010. Porcelain manufacturer Schönwald has been successful at Old Trafford. The brand, which is a subsidiary of BHS tabletop AG, has supplied 5.000 pieces of dinnerware to the stadium of the English top club Manchester United. While superstars like Wayne Rooney score on the pitch, celebrities dine from porcelain made in Upper Franconia in the stadium's lounges. Schönwald succeeded in a European country with a long tradition in the production of dinnerware and prevailed against the competition of various, renowned British manufacturers.

The contact was established by the new UK agents, who started their cooperation with Schönwald in February 2010. Manchester United's catering management was especially impressed with the design of the Premiere collection and ordered white, undecorated plates, coffee and soup cups. PREMIERE is characterised by its pure, soft lines which create an emotional appeal. With its raised eating surface and visually enhanced borderline this collections creates a stage for unique food presentations.

The dinnerware is used for conferences, banquets and during Manchester United games in four exclusive suites. “A very short delivery time presented a special challenge for us. We had to supply the complete order within less than 2 weeks”, says Andrea Täuber, International Sales Director of Schönwald. “This deadline could only be met due to the outstanding flexibility of our production and logistics.”

The order for Old Trafford is the second prestigious “football order” for the brands of the BHS tabletop group in 2010. The company supplied more than 100.000 pieces of dinnerware to South Africa for use in the VIP lounges of the stadiums – one of the biggest orders in the company’s history.

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