

Press information

**Kyocera ceramic knives promise "legendary" quality**

## **Kyocera will present the "Legend" series of ceramic knives for first time at Ambiente 2012**

**Kyoto / Neuss, 16 January 2012. Sharper than ever, with an elegant design, both light and durable — just in time for Ambiente 2012 the Japanese technology corporation Kyocera is presenting its new three-piece "Legend" series of ceramic knives. Due to their excellent quality, the high-tech ceramic knives from the ceramic specialists promise to become a "legend" in the hands of both professional chefs and amateurs alike. With support from the organic event cook Christopher Hinze, Kyocera will present the high-quality series of knives in Germany for the first time at Ambiente in Frankfurt (10.2. until 14.02.2012) in hall 3.1, stand A40.**

As Japanese cuisine requires the highest precision and dexterity, the demand for outstanding cutting quality has constantly been pursued by Kyocera in its high-tech ceramic knives since their beginnings in Japan. With almost thirty years expertise, Kyocera is one of the pioneers in ceramic knife blades. Through to present day, Kyocera has produced more than 6 million high-quality knives. Now, the ceramic knives have also become indispensable in German kitchens. The products have always been continuously developed using the latest technologies, and over the years Kyocera blades have become even sharper, thinner and more durable. With the "Legend" series, Kyocera gives vivid expression to this progress.

### **"Lightweight" which thoroughly impresses chefs**

The Kyocera "Legend" series truly lives up to its name: a high-

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quality black plastic handle with an elegant, metallized application holds the extremely sharp, durable blade made of zirconia ceramic. The series consists of three knives with blade lengths of 13, 15 and 17 centimetres. With its ergonomic design the knives lie comfortably in the hand and are not only especially light, but also easy to use. Thanks to the high-quality blade the Legend series glides effortlessly through fish and meat and makes preparations for cooking a real pleasure. Even tomatoes can be cut extremely thin, as the blade glides smoothly through the vegetable, without squashing the skin. Kyocera ceramic blades keep their unique sharpness for years, and are also corrosion-free and do not take on the flavour or odour of the food — therefore the Kyocera ceramic knives are ideal for food preparation.

### **Culinary events: Christopher Hinze at the Kyocera trade fair stand**

The renowned organic chef Christopher Hinze will present these and other Kyocera kitchen accessories in practical use during the first four days at the Kyocera stand. The event cook known as the "Speisenmeister" (master of food) will prove his dexterity, treat visitors to culinary delights, and will give tips and suggestions regarding healthy cuisine with natural foods.

### **RRP**

Kyocera ceramic knife "Legend" blade length 13 cm: 59 Euro

Kyocera ceramic knife "Legend" blade length 15 cm: 69 Euro

Kyocera ceramic knife "Legend" blade length 17 cm: 79 Euro

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### 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 is comprised of 208 subsidiaries (as of March 31, 2011), are information and communications technologies, products which 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 global workforce of about 66.000 employees, Kyocera posted net sales of approximately €10.74 billion in fiscal year 2010/2011. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, finceramic products and complete solar power systems. The Kyocera Group has two independent companies in the Federal Republic of Germany: Kyocera Finceramics GmbH in Neuss and Esslingen and Kyocera Mita Deutschland GmbH in Meerbusch.

The company also takes an active 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 who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (converted at present €500.000 per prize category).

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