

Press Information

Plastic-free packaging for Kyocera knives

Kyocera, one of the world's leading manufacturers of high-performance ceramics for the kitchen industry, is taking part in the Ambiente Trade Fair from 3-7 February 2023, underscoring its sustainability targets with new packaging.

Kyoto/London, 12th January 2023. From 3-7 February, together with its German distributor PROFINO, Kyocera will be exhibiting its products in Frankfurt am Main at the Ambiente Trade Fair (Hall 9.0, Booth C21), the world's premier consumer goods fair for the dining, living, giving, and working product domains. At this upcoming trade exhibition, the new, plastic-free packaging for the ceramics specialist's knives will lay a further milestone on the path towards environmentally-friendly and sustainable production.

New, 100% environmentally friendly packaging

As from 1st January 2023, the company has decided to change the global packaging for its Gen and Shin Black Series knives. The newly designed, high quality packaging will therefore be manufactured 100% plastic-free, and in addition to the environmentally-friendly aspect, customers will be able to grasp the knife handle through a slot in the packaging material, as well as examining the colour prior to purchase. The inner part of the new packaging also has a recycled cardboard inlay – the old packaging material still included a plastic blister.

Quality and all-round talent for everyone

With its ceramic knives, Kyocera has found an alternative to conventional knives for amateur and professional cooks. For almost 40 years now, the company has been constantly improving the quality of its high-performance ceramic blades. Each knife is sharpened by hand with a diamond-coated grinding wheel. This increases resistance to wear, and the knife remains sharp for noticeably longer. Before the knives are offered for sale, they must pass a quality test, which involves cutting through a stack of paper: if the knife sticks, skips sheets, or does not cut cleanly, it is deemed to have failed the test and does not go out on sale. Together with extreme precision, breaking strength, and hardness, the outstanding feature of these ceramic knives is their ease of care. Odours do not cling to the corrosion-free blade and little effort is required to clean it, even in the dishwasher.

About the Ambiente Trade Fair

The Ambiente Trade Fair is the world's leading consumer goods fair for dining, living, giving, and working product domains. The focus of this fair is on the areas of design, tableware, gifts, and home decor. Ambiente gives industry partners the opportunity to introduce innovations and new products directly to buyers and suppliers from all over the world. This year's fair will be held in Frankfurt from 3-7 February 2023. Kyocera and PROFINO – the distributor for the German market – will be exhibiting their products in Hall 9.0, Booth C21.

About PROFINO

The PROFINO Company was founded in Solingen in 2008 and distributes innovative products in the kitchen, tableware, food, and 'to-go' product sectors. PROFINO's array of brands comprises a total of 16 well-known international brands, including high-performance products from Kyocera. Like Kyocera, the company focusses on durability, sustainability, and innovation. Towards this end, the proportion of plastic products in the range has also been reduced.



Kyocera's new packaging for GEN-Series



Kyocera's new packaging for SHIN Black-Series



For more information on Kyocera: www.kyocera.co.uk

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 298 subsidiaries (as of March 31, 2022), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the most experienced producers of smart energy systems worldwide, with more than 45 years of know-how in the industry. The company is ranked #665 on Forbes magazine's 2022 "Global 2000" listing of the world's largest publicly traded companies.

With a global workforce of over 83,000 employees, Kyocera posted sales revenue of approximately €13,42 billion in fiscal year 2021/2022. The products marketed by the company in Europe include printers, digital copying systems, semiconductor-, fine ceramic-, automotive- and electronic components as well as printing devices and ceramic kitchen products. The KYOCERA Group has two independent companies in the United Kingdom: KYOCERA Fineceramics Ltd. and KYOCERA Document Solutions Ltd.

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 worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (approximately €710,000* per prize category).

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