



## **PRESS RELEASE**

FOR Ambiente 2015

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### **STALL:**

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### **THEMES:**

#### **1) New additions to the RIESS Classic Pastell range**

New to the range are now the well-loved ladles and skimmers. These practical kitchen helpers add a welcome touch of colour to the kitchen, alongside the RIESS multifunctional oven-proof pan dishes in three sizes for roasting, baking and gratins.

#### **2) Porcelain enamel cookware in traditional outfit**

As from April, the popular RIESS cooking pots will be available in attractive blue-and-white designs, well known from traditional dirndl costumes. These traditional patterns also look good in enamel!

#### **3) Porcelain enamel – for food storage**

Porcelain enamel slows the growth of bacteria and keeps flavours fresh. RIESS has always known about this, and their enamel storage containers and food carriers are now classics. The *dottings* design agency has given new impetus to the idea of storage in enamel containers with the RIESS truehomeware kitchen management range – used by lovers of good design far beyond the kitchen.

### **PICTURES & INFO:**

We have prepared this release and the photos in this release and still more in our Dropbox for you, please simply send us an email with the subject "PRESS FOLDER" to [press@truehomeware.com](mailto:press@truehomeware.com) - and we will be happy to send you an invitation to access the folder.

More information on the RIESS brand, the company and porcelain enamel as a material can be found in the annex.



## 1) Additions to the RIESS

### Classic Pastell range

The traditional RIESS Classic Pastell range is available in up to six pastel colours (rose, turquoise, yellow, blue, golden yellow and pale green). It is as popular as ever and brings brightness and colour into the kitchen. The range extends from milk pans, cooking pots, round and square pans and dishes with and without handles for use on the stovetop and in the oven, to whistling kettles, coffee cups, bowls and mixing bowls in small up to very large sizes.



### NEW: Ladles and skimmers now also in pastel colours

New to the Pastell range are the popular RIESS ladles and skimmers – previously only manufactured in white or black. These practical kitchen helpers are now also available in pastel colours.

### NEW: Rectangular pans and dishes in three sizes

Innovation number two – also available as from now – concerns the popular RIESS porcelain enamel rectangular pans. These multifunctional pans can be used for baking, roasting and gratins both on the stovetop (including induction) and in the oven, and are therefore extremely popular. In addition to the traditional shapes with handles, in four sizes, these pan dishes are now also supplied without handles in sizes 32x19 cm in rose, 36x21.5 cm in blue and 38x22.5 cm in pale green .



And best of all – porcelain enamel consists of glass layered onto iron, bound together in a furnace. It is therefore not only robust and long-lasting, but thanks to its iron core and glass surface, preserves flavours, ensures even heat distribution and so delivers best-possible results, whether baking or roasting.

Food can be taken directly from the oven to the table for serving directly from the dish, as porcelain enamel is not only good to look at, but also resists cuts and scratches. The glass surface means that it is easy to clean ... and porcelain enamel cookware is recommended for people with nickel allergies.



## 2) Porcelain enamel cookware in traditional outfit

As from April 2015, the popular RIESS cooking pots will be available in attractive blue-and-white designs, well known from traditional dirndl costumes. These traditional patterns also look good in porcelain enamel. This new design will add one more variation to the RIESS Country Collection.



Three different patterns are available (blue dots, blue dirndl, blue flowers) with a total of 19 articles: pans (with handles), jugs, bowls and sieves in several sizes, as well as measuring jugs, coffee cups, milk jugs, whistling kettles and the extremely versatile rectangular pans for baking and roasting.





### 3) Porcelain enamel – for storage



Porcelain enamel is the perfect material not only for cooking but also for food storage, due to its antibacterial properties and the fact that flavours are retained in the food.

#### **Porcelain enamel – The traditional material for food storage**

From the very beginning, porcelain enamel has been used for healthy food storage.

RIESS traditional food storage jars are excellent examples of this, offering ideal food storage and also safe closure and transportation, thanks to their metal clips. A special advantage: the food can also be placed directly on the stove and warmed through (for all stovetops, including induction).

The storage jars are available individually in both oval and round, and as two- three- and four-part sets.

#### **RIESS truehomeware kitchen management system – storage jars and much more**

The fact that porcelain enamel keeps flavours intact was used by the *dottings* design agency to great advantage for the creation of the RIESS truehomeware kitchen management system.

The stackable storage containers with wooden (ash) lids are available in four sizes and six colours (pure white, light grey, silent blue, slow green, dark aubergine, fresh tomato).

Spices, coffee, tea etc. can be kept safely protected from light, and so do not lose their flavour.

These containers, with their simple and elegant forms, have now become so popular with design enthusiasts that they are no longer only found in the kitchen, but also in offices, bathrooms and bedrooms for many different storage uses.





## **THE RIESS BRAND**

.... stands for high-quality porcelain enamel cookware, and so for flavour-neutral, energy-saving and healthy stovetop and oven cooking - and also for food and other storage. Since 1922, this family company, with its long and valued tradition and values, has been producing porcelain enamelled cookware in many colours and designs. RIESS products are lovingly made by hand and are carbon neutral, as the company uses its own hydroelectric power plants. [www.riess.at](http://www.riess.at)

## **THE COMPANY RIESS KELOMAT**

.... has been producing iron pots and metal parts since 1550 in the family-run company in Ybbsitz in the Must Quarter in Lower Austria. Cookware of high-quality porcelain enamel has been in production since 1922. Julian Riess, Friedrich Riess and Susanne Riess, in the ninth generation, have been successfully leading the company since the year 2000, with the emphasis on the environment and social commitment. In 2001, RIESS acquired the traditional brand KELOMAT, and has operated since then as RIESS KELOMAT with the two independent brands RIESS and KELOMAT. The firm is the only practising enamelling company and cookware producer in Austria, and is one of only a few producers of high-quality porcelain enamel goods in the world, selling its products in 35 countries. Riess KELOMAT also works in the field of enamel signs and industrial components. [www.riesskelomat.at](http://www.riesskelomat.at)

## **PORCELAIN ENAMEL**

.... is a very natural material and is none other than glass bound with iron in a furnace. Thanks to its iron core, RIESS cook- and tableware is suitable for all types of stovetop, including induction. Heat retention is extremely good, which saves energy. Porcelain enamel is cut- and scratch resistant, durable, easy to clean, suitable for people with nickel allergies and also has many other advantages:

## **THE 10 GOOD REASONS OF RIESS PREMIUM PORCELAIN ENAMEL**

1. natural materials\*) and CO2-neutral produced in Austria
2. healthier and energy-saving cooking
3. suitable for all stovetops and ovens, including induction
4. flavour-preserving
5. antibacterial and easy to clean
6. extremely scratch-resistant
7. nickel free, suitable for people with nickel allergies
8. big variety of colours and designs
9. long-lasting
10. completely recyclable into scrap metal

\*) Porcelain enamel is glass on iron, firmly bound together in the furnace.

## **PICTURES & INFO:**

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