

## PRESS INFORMATION FEBRUARY 2014

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**Porcelan enamel is appreciated for kitchenware worldwide due to the 100% natural material and its various qualities. The Austrian family business RIESS is combining tradition and new design in its comprehensive assortment.**

NEW!

**Bakingware RIESS EDITION Sarah Wiener** designed by dottings.

**RIESS is certified as Green Brand for its CO2-neutral production by the international Green Brands Association.**

[www.green-brands.org](http://www.green-brands.org)

The family run Austrian company has a rich tradition since 1550 when the original pan forgery was founded in Ybbsitz in the lovely Lower Austrian Mostviertel region. The manufacture of high-quality porcelain enamel kitchenware under the brand RIESS began in 1922. Today the ninth generation of the family, is leading the company.

RIESS is one of the few makers of distinctive quality enamelware in Europe. The traditional brand is now represented and popular in 27 countries in Europe, as well as in the USA, Australia, New Zealand, Korea and Japan.

There is a growing consumer interest in porcelain enamel not only because of its 100% natural material, but also because you cook food gently and save energy at the same time. Riess enamelware is ideally also for induction hobs due to its magnetisable 'core' of strong steel.

RIESS is offering a comprehensive assortment of forms for cooking, baking and storage and an wide choice of colours and designs. Besides his traditional cookingware the company is always searching for new ways in enamel design. Since some years they are going new ways by cooperating with the young Viennese design company dottings and developed the new, fresh label RIESS truehomeware. This is enamelware in clear, timelessly modern shapes and bright colours. Recently they launched RIESS edition Sarah Wiener in cooperation with the Austrian cooking star Sarah Wiener, a brand-new, two-coloured bakingware designed by dottings.

100 % natural materials (porcelain enamel is glas and iron), the high quality handcraft and the CO2 neutral and local manufacturing process is the brace connecting tradition and new design within the RIESS brand. That's why RIESS was certified „Green Brand 2013-2015“ by the Green Brands association.



## The RIESS assortment A wide range of traditional forms and colours



The range of colours and forms of RIESS is comprehensive and many of their traditional products became classical cult items across Austria's borders over the years. (visit our assortment at [www.riess.at](http://www.riess.at)).

**RIESS Classic** The items of our Classic collection were developed between 1920 and 1960. They represent the centrepieces of our range in the classical colours of white, black, brown, blue, red, yellow and the beloved pastel, but also in seasonal editions.

**RIESS Country** are romantic porcelain enamel patterns such as flowers, gentian and leaping deer, that have roots in our native soil. They are evoking a longing for living in the countryside and for hearty and natural tastes and smells.

**RIESS Nouvelle** means innovative material qualities, trendy colours in a fashionable design. A leading product with an extra strong, heat-storing steel base and glass lid.

## RIESS truehomeware

**Healthy cooking in bright colours and clear, timelessly modern shapes.**

RIESS truehomeware is rethinking the material of porcelain enamelware: clear lines, simple materials and strong colours for organically and sustainably-minded people. The young design company dottings from Vienna (Katrin Radanitsch and Sofia Podreka) were inspired by the pure enamel material and its possibilities and created RIESS truehomeware: the Aromapots for cooking, kitchenmanagement for storage and recently RIESS EDITION Sarah Wiener for baking. In the last they cooperated with the star cook Sarah Wiener and made a new issue of old traditional RIESS baking forms in two colours.

[www.truehomeware.com](http://www.truehomeware.com)

### Aromapots

conical shapes for multiple usage, perfectly stackable

Aromapots are 100% steel and enamel, and there are no screwed plastic parts. Its magnetic properties make the series ideal for any modern induction stove! The conical shape of the Aromapots makes the series stackable to save space. During cooking, the lid – reversed and set aside – serves as a temporary bowl or plate for ingredients, spoons etc. Later at the table, it takes on the role of a trivet.

### Kitchenmanagement

storage boxes with ash wood lids, not only for the kitchen

They are stackable and keep food flavour-neutral and protected from light. The practical „Manager“ is not just a useful kitchen container for teas, spices, cereal, or crackers, but also for utensils in the bathroom and desktop accessories.

The colourful cans can be repeatedly written and rewritten on – such as with the fill date, expiration date, or preparation instructions – using wax crayons and washed in the dishwasher. They are available in six colours and four sizes.

NEW!

### RIESS EDITION Sarah Wiener traditional shapes in new colours

The Austrian cook Sarah Wiener is not only preferring ecologically sensitive cooking ingredients but requires this quality also for her cookingware. RIESS satisfied her high demand and a wonderful cooperation started.

Sarah Wiener was choosing her most favorite shapes out of the RIESS fund: „Please dip them into cream, chocolate and glaze them in peach, pistache, plum and vanilla and then put them into the oven.“, she said to RIESS. And RIESS did so in real high quality handcraft. Each piece a one of a kind!

The new colour concept was done by dottings and grants colourful baking fun. The new bakingrange consists of round baking forms, flan forms, rectangular baking dishes, ring cakes forms, bowls, muffin forms, measuring vessels, Austrian Cake forms, loaf pans.



## RIESS – handmade enamel cookingware is certified „Green Brand“

Many manual work steps must be taken by the Riess team before a piece of distinctive enamelware leaves the RIESS enamel-manufacture: the iron is moulded in forms, immersed in porcelain enamel, smelted in the furnace. At the end, carefully checked and wrapped by caring hands in eco-friendly paper and send abroad.

Porcelain enamel is nothing other than iron that has been fused with siliceous glass. Exclusively natural minerals are used in its manufacture. There are no artificial elements, meaning that porcelain enamel is 100% recyclable. RIESS premium porcelain enamel is produced in a carbon neutral process, thanks to the use of green energy from three hydroelectric power plants run by the company. That's why RIESS has been certified 2013 as Green Brand.  
[www.green-brands.org](http://www.green-brands.org)



## Ten Good Reasons to Use RIESS Premium Porcelain Enamel in Cooking

RIESS Porcelain Enamelware is...

1. **CO2 neutral.** It is made from natural materials, using green energy from own hydroelectric power, produced in an environmentally-friendly way in Austria.
2. **Perfect for healthier and energy-saving cooking.** The strong steel core and the specially constructed base allow heat to be conducted quickly. The heat input can be reduced quickly, allowing energy to be saved and food to be cooked gently.
3. **Induction cookware** due to its steel core, and suitable for cooking and baking on all types of cooker.
4. **Odour neutral.** Porcelain enamel is a coating made from glass. This means that all food and ingredients retain their natural, unadulterated taste.
5. **Anti-bacterial and easy to clean.** The smooth, non-porous surface ensures a perfect level of hygiene when cooking, baking and conserving food and enables healthier cooking.
6. **Extremely firm scratch-resistant,** as the surface of the enamelware is made from hard glass.
7. **Nickel free kitchenware** can be used safely by people with nickel allergies.
8. **Available in a variety of colours and designs.** Porcelain enamel brings vitality into the kitchen.
9. **Extremely durable** and, if cared for and used properly, this cookware will last for many years.
10. **Completely recyclable into scrap metal.** Enamelware consists of an iron core and a glass surface and is made from 100% natural materials.

### RIESS KELOmat

Since 1550 the Austrian RIESS KELOmat company is manufacturing cookingware in Ybbsitz in the Lower Austrian Mostvierte. 1922 the company started enameling. Julian Riess, Friedrich Riess and Susanne Rieß are the ninth generation leading the traditional company successfully, ecological sensitive and with social commitment. 2001 RIESS took over the old Austrian KELOmat Brand and is since then operating as RIESS KELOmat with its two brands RIESS for porcelain enamelware and KELOmat for stainless steel cookingware. RIESS is one of the few makers of distinctive quality enamelware in Europe and the only producer of cookingware in Austria, exporting in 27 countries worldwide.