



**PRESS INFORMATION  
AMBIENTE 2017**

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**COMPANY**

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**EXHIBITION STAND**  
HALLE 3.1 / Stand H20

**THE WONDERFUL WORLD OF ENAMEL**

New enamel kitchenware from RIESS at Ambiente 2017

The wonderful world of enamel of RIESS is going to be even more colorful and bigger. At Ambiente 2017 a number of novelties are presented, available at specialized shops by Mid April 2017.

**TRUEHOMEWARE: KITCHENMANAGEMENT MAXI**

No more half-finished packets of food and no more waste! Our new large Maxi storage jar has arrived which can hold 2250 ml.

**COUNTRY: THE DEER IS LEAPING NOW IN RED**

Deer have long featured on our cookware and crockery – in green. Now the red deer have come to join them!

**CLASSIC: RETRO FOOD CONTAINERS ALSO IN PASTEL COLOURS**

These practical transport and storage boxes are now also available in two gentle pastel tones in two sizes.

**NOUVELLE: NOBLE CAPPUCCINO – THE NEW COLOUR FOR THE SEASON**

RIESS is now producing its trendy Nouvelle range of cookware in a beautiful light coffee shade.

**TRUEHOMEWARE: KITCHENMANAGEMENT MAXI**



No more half-finished packets of food! Our popular kitchen management system makes it easy to store large quantities neatly and hygienically. As from now, our practical storage jars are also available in the new "Maxi" version, 13 cm in diameter and 18 cm high and a volume of 2250 ml.

This is large enough for a 1 kg bag of flour, sugar or other food items – or for stylish organisation of bathroom accessories and items in the office. The new large jar – like its four smaller companions – has an ash wood lid with an aroma-proof seal, and is stackable and easily marked with a wax crayon.

The new size is available in white. All the other four sizes in the six sublime color shades Pure White, Light Grey, Silent Blue, Slow Green, Fresh Tomato, Dark Aubergine.





## PRESS INFORMATION

### COUNTRY: THE DEER IS LEAPING NOW IN RED

Deer have been leaping on our cookware and crockery for quite some time, and now red deer have been added to the green. The RIESS Country collection creates the perfect "country house" atmosphere - and will certainly also be well received as a gift.

From mid-April, the deer will also be available in red on the following items: drinking mug, measuring jug, frying pan with or without lid, milk pan, saucepan, kettle, deep plate, bowl and milk can.



### CLASSIC: RETRO FOOD CONTAINERS NOW ALSO AVAILABLE IN PASTEL

The RIESS Classic pastel range has been popular for many years and new items are always being added. So as from April, our retro-design food containers will no longer only be available in white – but also in light green (0.75 l) and light blue (1.0 l).

The round tins are extremely suitable for transporting food safely and for storing leftover food in the fridge. Thanks to the anti-bacterial and hygienic properties of enamel, the food will also remain fresh for longer.





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### NOUVELLE: NEW COLOR FOR THE SEASON - CAPPUCCINO



One more color has now been added to the Nouvelle cookware series alongside the current shades of green, red, deep ivory, aquamarine, clear blue, emerald and coral. The milky brown shade is a reminder of frothy Italian coffee and brings a holiday feeling to the kitchen.

This range provides a good start for all keen cooks who like strong colors, modern shapes and a high level of practicality. Products from this range have a heat-retaining steel base, a glass lid and smart stainless steel handles.



### PHOTOGRAPHIC MATERIAL

We will be pleased to send high-resolution versions of the photographic material used here. Please send a short mail to [press@truehomeware.com](mailto:press@truehomeware.com).

Photos of all new products in atmospheric settings will be available from the middle of March.

### THE RIESS BRAND

stands for high-quality porcelain enamel cookware, and so for aroma-neutral, energy-saving and healthy stovetop and oven cooking and also storage. Since 1922, this traditional Austrian family company has been producing porcelain enameled cookware in many colors and designs. RIESS products are lovingly made by hand and are carbon neutral, as the company uses energy from its own hydroelectric power plants. [www.riess.at](http://www.riess.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 has many other advantages.

The ten good reasons for using RIESS Premium Enamel

1. CO2-neutral, made in Austria
2. suitable for induction and all other types of hobs and cookers
3. cut- and scratch-resistant
4. easy to clean and antibacterial
5. healthier, energy-saving cooking
6. aroma neutral
7. extremely long-lasting
8. heat-resistant up to 450° C
9. many colors and designs
10. recyclable into scrap metal