

We proudly present

TAFELSTERN TICKER – The new service for customers of TAFELSTERN professional porcelain keeps you abreast of the latest developments in the product range and provides insight into today's professional table culture.

Dear readers, dear customers,

It has been a year since TAFELSTERN professional porcelain debuted on the market. During this time, our existing customers who knew us as Hutschenreuther Hotel continued to receive the same quality products and service while a number of new members joined the TAFELSTERN users club.

We would like to thank all of our customers for this proven trust. Thank you!

This first issue of TAFELSTERN TICKER focuses on our new items for 2008 recently launched at trade shows from Toronto to Shanghai and around the world. Readers will also find an A to Z guide to porcelain know-how, explaining the technical terms of the »white gold«.

The TAFELSTERN Export team recently did welcome two new members, Felix Gittermann as Area Sales Manager and Sabrina Ziegler in charge of Customer Service. To match a face to the names, take a look at our team phone on page 7.

The TAFELSTERN TICKER will be issued several times a year. If you do not wish to receive this service, please send us a short note and we'll remove you from the mailing list. To those who choose to continue to receive the ticker, have fun with it.

Best regards



Ralph Engelmann
Director International Sales

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TRADE FAIR



GastroNord Sweden

What's new? 2008

The orchestration of a perfect table setting. Table culture and the joy of dining are essential trends in spring 2008.

Neutral basic porcelain settings are combined with unusual objects. Organic forms and plant-like silhouettes characterise the trends and bring the vitality of nature to your table.



The particular attraction of the new concept, Essentials, is found in the creative balance between familiarity and contemporary design. Although its distinctive forms are inspired by the natural world, its sophisticated reinterpretation of nature offers an entirely new visual aesthetic to upscale table culture. Each individual piece, manufactured in Germany in white hard porcelain, gives a delicate, elegant appearance. The collection provides easy serving and can be simply and effectively combined with many other Tafelstern styles and concepts.



An **endive leaf** provided the inspiration for an extraordinary formal vocabulary. Sometimes a bowl, sometimes a sauce boat and sometimes an unusual soup dish. The leaf form lets fantasy or necessity create a diversity of functions for the presentation of fine foods. Available in various sizes to ensure perfect table entertainment.



The fan-like morphology of the **ginkgo leaf** – an ancient symbol of harmony and vitality – is the origin of further fascinating pieces. Essentials is an abstraction of this attractive motif in the form of plates and platters in three different sizes. Beginning with the smallest for amuse-bouche, to the largest platters for main dishes. Always a decorative eye-catcher on any table.



Within the concept, rimless geometrical pieces attract particular attention. They assimilate the drawn corners of the **endive bowls** as distinctive elements of design. Their subdued but elegant formal simplicity leaves ample scope for the creative presentation of dishes.

Surprise your guests with this extraordinary series of tableware and give yourself the chance to experiment with new and exciting ways of presenting your culinary artistry.



On the subject of surprise:

SHOWPIECES

The stars of any table

Dining becomes true entertainment with the Showpieces from Tafelstern. They set bold accents to any table setting and tell amusing short stories in the language of fine porcelain.



Cone



Bowl on pedestal

The **new cone** form Tafelstern awakens childhood memories and an irresistible inspiration to touch. It is ideal for the presentation of wraps, Satay sticks or Espumas. And as always, perfect for combining with other items from the Tafelstern product range.

The **bowl on pedestal** offers sufficient depth to accommodate small meals with a dash of sauce. It's also shallow enough to allow food to be portioned with a fork. Its height adds a new dimension to the presentation of food, opening up surprising perspectives on the table. Its modern and multifunctional design is confidently presented.

- - - TIPS & TRICKS - - -

Subject: the special care of gold decors

Stylish opulence is an important decorative trend this spring. Such opulence is created to the best effect by gold decors when applied to simple and elegant forms such as those of our Inspiration collection.

A couple of tips to ensure that your gold decor stays as fresh and beautiful as on the very first day:

Care

Although our high-quality (full rim) gold decors are dishwasher proof they are not entirely resistant to scratching and – like high-quality textiles – require particularly gentle care. Gold decors may be ‘roughened’ by the high

temperatures and aggressive detergents in dishwashers, and coffee spoons or knife blades tend to scuff or scratch the décor more easily.

Treat your gold decor by gently washing it by hand and you will enjoy its beauty much longer. The permanence of gold decors can be extended even further when you stack your flatwares, such as plates, platters or saucers, from above, and never attempt to insert them into the stack from the sides.



You probably didn't know, but ...

Here is where we regularly provide interesting terminologies from the world of porcelain.

A

AVANTGARDE



In its original sense, it refers to the advanced guard riding ahead of a cavalry troop. Today, contemporary avant-gardes are artists who leave the conventional paths of their genre to explore new creative territories. Our Avantgarde collection is also a fine example of the extension of formal dictates to new horizons.

B

BUBBLES



New décor on Inspiration using circles, the symbol for perfection. When they cut into each other, this perfection is broken, yet a system that is complete in itself is created. On the hollow parts, they appear on a white background. On the flat parts, they are embedded into full colour backgrounds as a galley-wide décor. A novel printing technology enables the circles to be applied here as a haptic structure.

BACKSTAMP

Marking on every piece of porcelain leaving the factory. Representing the continuity of branded quality »Made in Germany« and our German heritage and profession.

C

COFFEELINGS

The successful cup collection from Tafelstern, with cups for all kinds of hot beverages. The name is a composite of COFFEE and FEELINGS to express the wonderful feeling imparted by a cup of excellent espresso, coffee or cappuccino.

COUPE PLATE



A rimless plate providing ample space for dishes such as asparagus, saté sticks or simply for larger portions. Our Inspiration collection provides coupe plates for easy serving and handling.

What's new?

You can find out more about the latest additions to our range and all other Tafelstern collections online when you visit our redesigned internet showcase at www.tafelstern.com. Under **service**, you also have an opportunity to browse through selected brochures to gain a quick overall impression of what we offer.

Completely new design

- > more modern, more centralised and clearer, 3 column page layout
- > utilisation of emotional and culinary visual elements, animated in part
- > it is no longer a simple website, but rather a brand experience in a virtual world with immediate customer accessibility



New structure

- > extremely user friendly navigation
- > quickly exchangeable thematic element fields (Hotboxes). It is now possible to present the latest thematic content in various locations and sections at short notice – in other words modular construction.

We would be pleased to send you the brochures you require by mail. Just let us know which ones you wish to receive:

Please send me brochure material for the following collections:

- ESSENTIALS
- INSPIRATION
- SHOWPIECES
- DECOR INSPIRATION

I would like to arrange an appointment with a member of your local sales team.

Phone number: _____

Contact person: _____

Sender:

Company

Name

Street and City

Fax response to:

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Prize Competition

Your chance to win a product voucher worth
200 Euros!



1. What is the name of the new concept from Tafelstern inspired by 'Nature'?

Essentials

Essenz

Eco

2. Is the gold decor of Tafelstern porcelain dishwasher proof?

Yes

No

This is your opportunity to win a product voucher for our latest style worth 200 euros.

Deadline: June 17, 2008

Employees of BHS and Tafelstern sales partners may not participate in the competition.



Send your answer to the following fax number:

Fax: +49(0)9287 731739

We wish all contestants the best of luck!

Sender:

Company

Position

Name

Adress

Country