

Press Information

Innovative, beautiful, durable: KYOCERA presents high-quality kitchen tools demonstrating the advantages of its ceramic technology

Temperature-stable insulated mugs and a slicer set with super sharp blades – KYOCERA will be presenting new products featuring outstanding functionality and durability at the Ambiente consumer goods trade fair held in Frankfurt from 9 to 13 February.

Kyoto/London, February 1st, 2018. The new insulated mug collections "Twist Top" and "Flip Top" are the latest additions to the lineup of innovative kitchen products by the Japanese manufacturer of fine ceramics goods. All Kyocera insulated mugs are versatile: whether on the train, in the car, at the office, at school, when exercising, or even at home, you can enjoy hot coffee or tea, or refreshing chilled beverages or smoothies all day long. The entire collection impresses with long temperature stability, safe and easy use, durable and handy materials, and a beautiful design.

Both Kyocera insulated mug collections feature a practical and durable ceramic interior coating. This prevents the use with different beverages such as coffee and tea from affecting the flavour of the next use, and effectively prevents stains or corrosion — unlike insulated mugs lined with metal or other reactive materials. Whether beverages are steaming hot or ice cold, the stainless steel double insulated walls ensure beverages stay the same temperature longer. Hot beverages stay hot for at least six hours, cold beverages stay cold for up to six hours. The insulated mugs from both Kyocera collections are available in 350 ml or 500 ml sizes.

Screw or flip top? With Twist Top and Flip Top the choice is yours

The new Twist Top models feature a tight screw top with an impressive light weight and compact size (diameter: 68 millimetres; height: 165 or 210 millimetres). The large openings ensure you can even add ice cubes and make them easy to clean. Use the ice stopping insert (included) to make drinking iced beverages on the go easy and worry free.

Available in pearl white, cotton candy pink, jet black or stainless steel. Manufacturer suggested retail price for the 350ml model (MB-12S) is 39.95 Euro, and 44.95 Euro for the 500ml model (MB-17S).

The top of the Flip Top models features a safe design and seals tightly. It is easy to use with one hand and features a sophisticated mechanism to prevent accidental opening or spills.

Flip Top insulated mugs are available in black or stainless steel. Manufacturer suggested retail price for the 350ml model (MB-12F) is 44.95 Euro, and 49.95 Euro for the 500ml model (MB-17F).



Sharp, quick and safe: Slicing with ceramic blades

Kyocera will present another impressive example of its innovative ceramic technology at Ambiente — the CSC-450 slicer set. The universal slicer and julienne feature extremely sharp Kyocera blades. The set also includes a grater, handguard, and a convenient storage container, and has a non-slip base for safety.

The sharp Kyocera ceramic blades make precise, even slices easy. With the universal slicer or julienne you can easily cut or slice carrots, cucumbers, onions, potatoes, cabbage, and much more. The grater is excellent for cheese or zest. Manufacturer recommended retail price for the complete slicer set CSC-450 is 44.95 Euro.

Item number	Product name	MSRP
MB-12F SS	Flip Top Collection, Stainless Steel, 350 ml	44.95 €
MB-12F BK	Flip Top Collection, Black, 350 ml	
MB-17F SS	Flip Top Collection, Stainless Steel, 500 ml	49.95 €
MB-17F BK	Flip Top Collection, Black, 500 ml	
MB-12S SS	Twist Top Collection, Stainless Steel, 350 ml	39.95 €
MB-12S BK	Twist Top Collection, Black, 350 ml	
MB-12S WH	Twist Top Collection, Pearl White, 350 ml	
MB-12S PK	Twist Top Collection, Cotton Candy Pink, 350 ml	
MB-17S SS	Twist Top Collection, Stainless Steel, 500 ml	44.95 €
MB-17S BK	Twist Top Collection, Black, 500 ml	
MB-17S WH	Twist Top Collection, White, 500 ml	
MB-17S PK	Twist Top Collection, Pink, 500 ml	
CSC-450	Compact Slicer Set, Black	44.95 €



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 231 subsidiaries (as of March 31, 2017), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the oldest producers of solar energy systems worldwide, with more than 40 years of experience in the industry.

The company is ranked #522 on Forbes magazine's 2017 "Global 2000" listing of the world's largest publicly traded companies. With a global workforce of over 70,000 employees, Kyocera posted net sales of approximately €11.86 billion in fiscal year 2016/2017. The products marketed by the company in Europe include printers, digital copying systems, microelectronic components, and fine ceramic products. The Kyocera Group has two independent companies in the United Kingdom: Kyocera Fineceramics Ltd. and Kyocera Document Solutions.

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 and groups worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (converted at approximately €400,000 per prize category).

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