

Press Release

Kyocera at Ambiente 2010 (Hall 3, Stand A40)

Grind your own ceramic knives – with the diamond knife sharpener from Kyocera

Kyoto / Neuss, 21 January 2010 – The Japanese technology corporation Kyocera, one of the pioneers of ceramic knife blades and with sales of more than 5 million ceramic knives since 1984, is extending its product portfolio of kitchen utensils to include a diamond-coated grinder. It allows even the extremely hard ceramic blades of the Kyocera knives to be conveniently ground by hand. Kyocera is premiering the diamond knife sharpener in Germany at Ambiente in Frankfurt (12 to 16 February 2010) in Hall 3, Stand A40.

Perfect equipment for ceramic knives: the electric diamond knife sharpener from Kyocera. The grinder is a practical kitchen aid intended for household use. Its unique feature is the diamond-coated grinding wheel which is able to restore even the extremely hard Kyocera ceramic blades to their accustomed sharpness. Because of this, the knives no longer have to be taken to a specialist service provider.

The sharpener starts up at the press of a button, and the grinding wheel continues rotating until you remove your finger from the button. A few forwards and backwards movements through the slit provided are all it takes to resharpen the blade. The grinding angle is preset and ensures optimum results. Thanks to the ergonomic design, the application is very easy to use. The grinding wheel can be replaced when necessary.

Kyocera's diamond knife sharpener will be available in Germany as from April. The sharpener is suitable for Kyocera ceramic knives

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and Japanese steel knives. The recommended retail price is 85,00 Euros.

About Kyocera

Headquartered in Kyoto, Japan, the 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 comprises more than 200 subsidiaries (April 1st, 2009), are information and communications technologies, products to increase the quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide.

With a workforce of about 60.000 employees, Kyocera posted net sales of approximately €8.68 billion in fiscal year 2008/2009. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, fineceramic products and complete solar systems. The corporation has two independent companies in the Federal Republic of Germany: the Kyocera Fineceramics GmbH in Neuss and Esslingen and the Kyocera Mita Deutschland GmbH in Meerbusch.

The company also takes a lively interest in cultural affairs. The Kyoto Prize, one of the most prominent international awards, is presented each year by the Inamori Foundation, once established by Kyocera founder Dr. Kazuo Inamori, to individuals and groups worldwide for their outstanding human achievement (converted at present €370.000 per prize category).

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